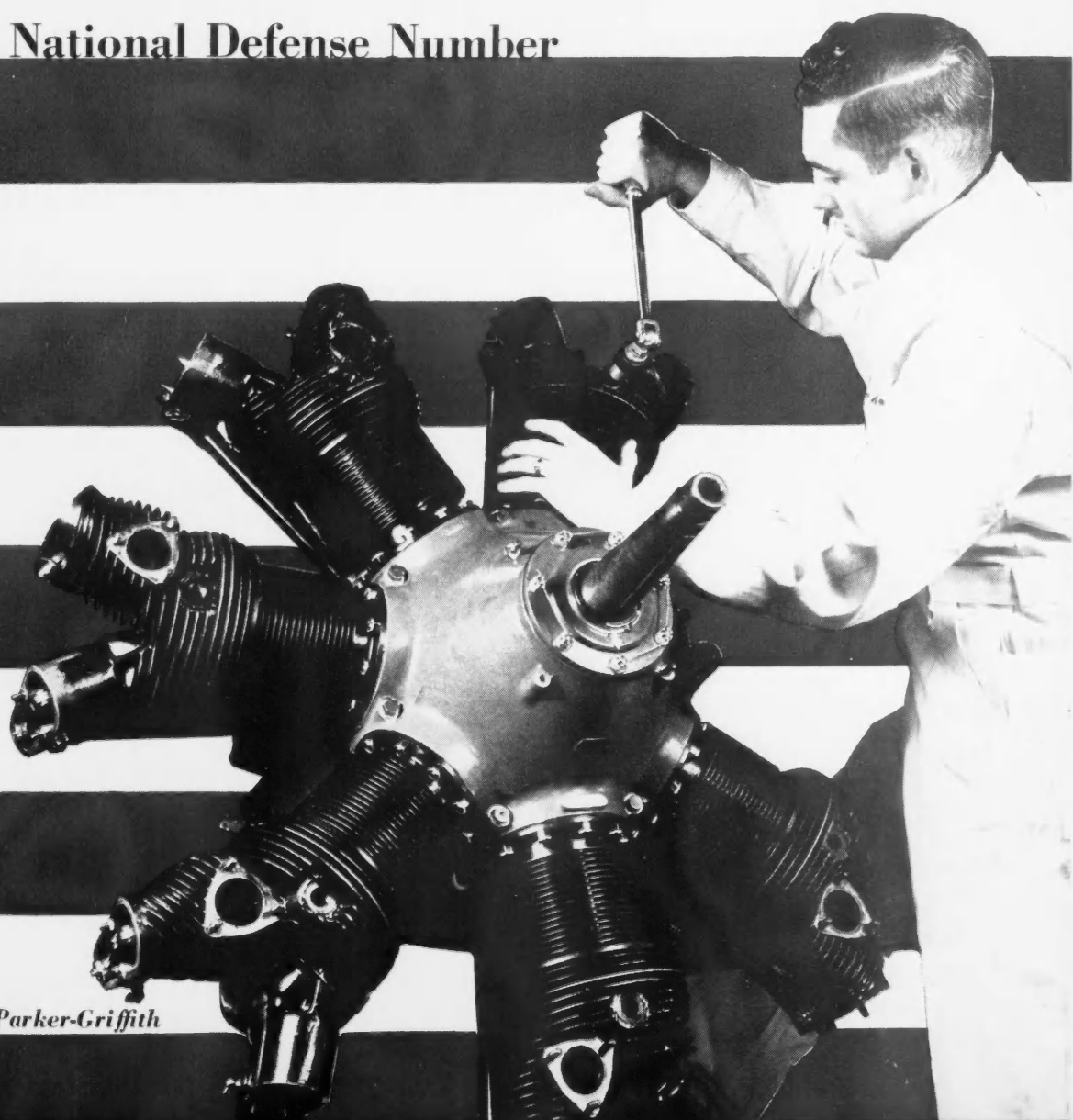


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DALLAS ★

★ ★ ★
MARCH, 1941

National Defense Number



Parker-Griffith

Annual Financial Statement

AS OF JANUARY 1, 1941

GULF INSURANCE COMPANY *Dallas*



BOARD OF

Directors

J. B. ADOUE, JR.
President National Bank of Commerce
Dallas, Texas

IRA T. MOORE
Moore & Co., Builders' Supplies
Dallas, Texas

C. E. KENNEMER
President City Ice Delivery Co.
Dallas, Texas

A. W. KAY
Oil Producer—Investments
Graham, Texas

T. E. CRAIG
Investments
McKinney, Texas

A. R. DAVIS
President State National Bank
Garland, Texas

E. R. BROWN
Chairman of Board, Magnolia
Petroleum Company
Dallas, Texas

GEORGE MILLER
Investments
Dallas, Texas

EDGAR L. FLIPPEN
President

T. R. MANSFIELD
Executive Vice-President



ASSETS

Cash in Banks and in Office.....	\$ 479,894.07
U. S. Bonds and Treasury Notes.....	826,801.21
Other Bonds.....	62,306.49
Due from Agents and Other Companies (Current Accounts Only).....	406,069.33
Premium Notes (100% Secured).....	194,364.23
Stocks of Public Utilities.....	214,118.00
Stocks of Federally-guaranteed Savings and Loan Associations.....	106,500.00
Stocks of National Banks.....	170,620.00
Stock of Atlantic Insurance Company (Gulf Subsidiary).....	631,703.45
Stock of Select Investment Company (Gulf Subsidiary).....	404,106.43
Other Stocks.....	1,126,326.54
Mortgage Loans and Vendors' Liens.....	156,607.52
Collateral Loans.....	60,000.00
Real Estate.....	58,278.80
Accrued Interest.....	5,184.96

Total.....\$4,902,881.03

LIABILITIES

Reserve for Unearned Premiums.....	\$2,091,379.84
Reserve for Losses in Course of Adjust- ment (Excluding Liability Claims).....	173,772.06
Reserve for Liability Claims.....	161,060.49
Reserve for Taxes.....	67,469.23
Other Liabilities.....	1,316.31

Total.....\$2,494,997.93

CAPITAL FUNDS

Cash Capital.....	\$1,000,000.00
Net Surplus.....	1,257,883.10
Reserve for Unforeseen Contingencies.....	150,000.00—\$2,407,883.10

Total.....\$4,902,881.03

Surplus to Policyholders . . . \$2,257,883.10

All Stocks carried at market value as of December 31, 1940. All Bonds carried on amortized basis. With Bonds carried at market value, surplus will be increased by \$79,459.95.

The Gulf has on Deposit with the Texas Insurance Department U. S. Government Bonds with par value of \$200,000 for the protection of policyholders everywhere.

OFFICERS

J. B. ADOUE, JR., Chairman of the Board

EDGAR L. FLIPPEN.....	President	V. W. HAGEMANN.....	Assistant Secretary
T. R. MANSFIELD.....	Executive Vice-President	W. H. MANSFIELD.....	Assistant Secretary
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J. D. DANIELS.....	Secretary	KELLUM JOHNSON.....	Assistant Treasurer
A. R. BUCHEL.....	Assistant Secretary	G. R. JAMES.....	Agency Supervisor

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DALLAS

Metropolitan Opera Scheduled April 24-26

A Metropolitan opera season which promises even greater success than the two previous engagements is in prospect for Dallas this Spring. Through special arrangements made with the opera management, Dallas will have the company for a week-end, April 24 to 26, instead of a first-of-the-week engagement as in previous years. This arrangement will schedule the one matinee performance on Saturday afternoon and is expected to show a tremendous advantage in attracting out-of-town patrons for the week-end, which will offer two of the biggest drawing cards on the Metropolitan roster—Lily Pons and Lawrence Tibbett—for the two Saturday performances.

The season will open on Thursday evening, April 24, with Verdi's "Il Trovatore," selected in preference to several other operas offered to the Dallas management for opening night. The Verdi work has been restudied and restaged and a recent broadcast from the Metropolitan has brought requests for it from the rest of the company's touring itinerary. The cast will probably be Arthur Carron, sensational dramatic tenor as Manrico; Richard Bonnelly, American baritone, as Count di Luna; Zinka Milanov or Stella Roman, dramatic soprano as Leonora, and Bruna Castagna, contralto, as Azucena.

Mozart's "The Marriage of Figaro" is scheduled for Friday night, April 25, with probably Elizabeth Rethberg as the Countess; Jarmila Novotna as Cherubino; Bidu Sayao as Susanna; Ezio Pinza as Figaro; John Brownlee as Count Almaviva; Salvatore Baccaloni as Dr. Bartolo.

Saturday afternoon, April 26, will bring Donizetti's "The Daughter of the Regiment" with Lily Pons as Marie, the vivandiere; Raoul Jobin, tenor, as Tonio, and the portly Baccaloni, a basso-buffo, as Sulpizio.

Lawrence Tibbett, who was unable to appear last season because of a severe throat ailment, has now recovered and resumed his operatic and concert appearances. He will sing the title role in Verdi's "Rigoletto" Saturday night, April 26. The rest of the cast will probably be Charles Kullman, tenor, as the Duke; and Hilde Reggiani, the Italian coloratura soprano who made a sensation in the last weeks of the Metropolitan's 1939-40 season, as Gilda.

BARROW, WADE, GUTHRIE & CO.

(Established 1883)

Accountants and Auditors

DALLAS, TEXAS

711 Santa Fe Building

Phone 7-6259

OTHER PRINCIPAL OFFICES

New York, N. Y.
Chicago, Ill.
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San Francisco, Cal.
Los Angeles, Cal.
Seattle, Wash.
Portland, Ore.
Tulsa, Okla.
Houston, Texas
Baltimore, Md.
St. Louis, Mo.

Montreal, Canada
Toronto, Canada
Mexico City, Mexico
Buenos Aires, Argentine
Rio De Janeiro, Brazil
Para, Brazil
Sao Paulo, Brazil
Melbourne, Australia

London, England
Manchester, England
Glasgow, Scotland
Paris, France
Berlin, Germany
Hamburg, Germany
Antwerp, Belgium
Sydney, Australia



The factory workers of a country now wholly alert to the necessity of preserving democratic ideals are our first line of defense today. This bank stands ready to take its place with them by extending to local defense industry the credit needed to help keep the wheels of production turning.

FIRST NATIONAL BANK

IN DALLAS Member Federal Deposit Insurance Corporation



Dallas Pioneers

Years of Progress
INVITE
Greater Confidence

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 Padgett Bros. Company

72 Years
Leather Goods—Wholesale
and Retail

1869 The Schoellkopf Co.

72 Years
Manufacturers and Wholesale
Distributors

1872 Dallas Ry. & Term. Co.

69 Years
Street Railways

1875 Dallas Trans. & Term.
Warehouse Co.

66 Years
Transfer

1875 First Nat'l Bk. in Dallas

66 Years
Banking

1876 Charles Ott, Inc.

65 Years
Safes, Locksmiths and Guns

1876 Trezevant & Cochran

65 Years
Insurance General Agents

1876 Ed. C. Smith & Bro.
Undertaking Co.

65 Years
Funeral Directors

1877 Butler Brothers

64 Years
National Distributors of
General Merchandise

1885 Mosher Steel Co.

56 Years
Structural Reinforcing Steel
and Machinery Repairs

1889 J. W. Lindsley & Co.

52 Years
Real Estate, Insurance

1890 J. M. Colville & Son
(Wm. S. (Bill) Henson,
President)

51 Years
Printing and Advertising

1893 Fleming & Sons, Inc.

48 Years
Manufacturers—Paper and
Paper Products

1893 Robert Nicholson
Seed Co.

48 Years
Garden, Field & Flower Seed

Established

1895 Fulton Bag & Cotton
Mills

46 Years
Burlap, Cotton Bags, Twine
and Tarpaulins

1896 Briggs-Weaver
Machinery Co.

45 Years
Industrial Machinery and
Supplies

1897 Merchants Retail Credit
Association

44 Years
"Fact Bilt" Credit Reports

1899 Dallas Plumb'g Co., Inc.

42 Years
Plumbers

1900 John Deere Plow Co.

41 Years
Agricultural Implements

1902 Cullum & Boren Co.

39 Years
Sporting Goods

1903 Republic Insurance Co.

38 Years
Writing Fire, Tornado, Allied
Lines and Automobile Ins.

1904 Atlas Metal Works

37 Years
Sheet Metal Manufacturers

1906 Dallas Title & G'ty Co.

35 Years
Abstracts

1909 Hutchinson-Bonner &
Burleson

32 Years
Certified Public Accountants

1909 Ideal Laundry & Dry
Cleaning Co.

32 Years
Launderers and Cleaning

1910 Hedgecock Artificial
Limb & Brace Mfg. Co.

31 Years
Artificial Limbs

1911 Graham-Brown
Shoe Co.

30 Years
Manufacturing Wholesalers

1912 P. B. Seastrunk

29 Years
Electrical Contractor

1914 Texas Employers
Insurance Assn.

27 Years
Workmen's Compensation Ins.

1919 Dallas Federal Savings
& Loan Assn.

22 Years
Loans

Advertisement

DALLAS

VOLUME 20

NUMBER 3

Established in 1922 by the Dallas Chamber of Commerce in the interest of
Dallas and the Southwest, of which Dallas is the service center

ANDREW DeSHONG.....Editor
M. F. BALDWIN.....Typographical Adviser
SAM TOBOLOWSKY.....Business Manager
ED FLOYD.....Advertising Manager

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Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. *Dallas* is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Dallas* nor The Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

A New Name

With this issue the name of the official magazine of the Dallas Chamber of Commerce becomes *Dallas*. The magazine was originally named *Dallas*. The name was changed to *Southwest Business* in 1936, during the Texas Centennial year. Now in Dallas' own 100th birthday year, the magazine again becomes *Dallas*, and is rededicated to greater service to Dallas and the Southwest.

The change in names was ordered by the directors of the Dallas Chamber of Commerce, upon recommendation of the executive committee. It was felt that the name *Dallas* is more appropriate and has greater meaning, both for the people of Dallas and for the large number of readers outside of the city. At the same time, the directors voted to resume publication of the newspaper bulletin *The Hub*, as a semi-monthly news organ of the Chamber of Commerce, which will be published on the tenth and twentieth of each month. *Dallas* will go in the mails on the first of each month. *The Hub* will be exclusively for news of the work, objectives and achievements of the Chamber of Commerce. The magazine *Dallas* will serve a more general purpose: information on the industrial, residential and cultural advantages of Dallas; business news of Dallas and the Southwest; and market data on Dallas and the Southwest, both for the benefit of local business men and also for the use of hundreds of industrial executives throughout the country who will use this magazine to guide them in planning new manufacturing and distributing facilities in this area.

The Board of Directors stated, as a matter of policy, that the Chamber of Commerce does not seek to make a profit from publication of the magazine. Any profit earned will be used to improve the format and contents of the magazine and to make the circulation greater and more effective.

Under this new policy, the closing date for all copy, both editorial and advertising, will be the twentieth of each month. This deadline will permit publication of the magazine, and its mailing, not later than the first day of each month.

Dallas invites suggestions, and constructive criticisms, and is always glad to receive letters from its readers. Its policy will be to publish as many of these letters as is practicable.

DALLAS CHAMBER OF COMMERCE

OFFICERS: Paul Carrington, President; A. H. Bailey, F. O. Burns, B. B. Owen, Vice-Presidents; E. J. Gannon, Treasurer.

DIRECTORS: J. B. Adoue, Jr., A. H. Bailey, Roland Baird, W. J. Brown, F. O. Burns, John W. Carpenter, Paul Carrington, Tom P. Ellis, W. D. Felder, Jake L. Hamon, D. A. Hulcy, Z. E. Marvin, Sr., John C. Massenburg, Henry S. Miller, C. F. O'Donnell, B. B. Owen, Jack Pew, C. B. Roberts, E. P. Simons, Clyde L. Stewart, Robert H. Stewart, Jr., R. L. Thornton.

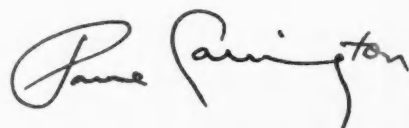
STAFF: J. Ben Critz, Vice-President and General Manager; Clyde V. Wallis, Industrial Department; Bob Bourdene, Manufacturers & Wholesalers Department and Foreign Trade Department; Z. E. Black, Convention Department; R. C. Dolbin, Retail Department; Sam Goodstein, Transportation Department; Fred Lange, Public Relations and Membership Service Department; Jessie Lancaster, Highway and Information Department; Velma Boswell, Cashier; Sam Tobolowsky, Purchasing Agent; Andrew DeShong, Publicity Department.

The Ramparts of Defense

DALLAS is Defense-minded. As throughout America, all citizens are seeking ways to help, directly or indirectly, in building and expediting an adequate defense. In dedicating this issue of the monthly magazine of our Chamber of Commerce to the subject of National Defense, we are emphasizing some of the things that are being done in Dallas. Too little is said, doubtless, of the work of many other organizations in Dallas for this cause, in comparison with what is said of the splendid work of the committees of the Chamber of Commerce on various phases of Defense. Yet, as indicated in the diagram on page eight, in this new activity, as well as in its older and normal activities, the Chamber of Commerce is attempting to be the central power house for Dallas, adding energy, effectiveness, and efficiency to the work of many organizations thus correlated in their community of effort.

Of this organization of the numerous activities toward Defense in Dallas, and of the results already accomplished by its particular committees, as later detailed in this magazine, the Dallas Chamber of Commerce is justly proud. Only a few days ago a representative of a Federal Commission dealing with the National Defense, visiting Dallas on an inspection trip, very graciously said, expressing, of course, an unofficial and personal view only, that in this planning for the cooperation of all in the community, and in this combining of efforts of many organizations, Dallas has made greater progress than has any other city in America.

Without claiming such a credit for the many in Dallas who are at work on these Defense activities, we deem it sufficient to say that the citizenship of Dallas has seriously undertaken the task of participating in every way possible, and to the utmost, for the defense of America and all that we hold dear.



**President, Dallas
Chamber of Commerce**

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Dallas is Ready

for ANY Emergency

DALLAS has created the machinery through which this community of nearly 400,000 people can handle any emergency which may arise, either in peace time or in war time.

The seven-man Dallas Defense Council was created by the Dallas Chamber of Commerce in January. The purpose of this council has been unofficially described as the preparation of Dallas' own "M-Day" plan. This description is appropriate only in that the Council is charged with the responsibility of making a complete inventory of the city's resources and facilities, which could be mobilized to handle an emergency of either military or civil nature.

The council's work consists at this time entirely of planning. We may never be called upon to use Dallas' "M-Day" plans. We hope we never shall. But just the same, it is reassuring to know that such a program for quick mobilization in the event of emergency is available. We are operating upon the theory that "an ounce of prevention is worth a pound of cure."

The Military Affairs Committee of the Dallas Chamber of Commerce, of which Col. T. J. Moroney is chairman, proposed the creation of the Defense Council. The recommendation was approved by the Chamber's executive committee, which submitted it to the Board of Directors, and it also gave its unanimous approval.

The membership on the council was intentionally held to a minimum. Each of the members has assumed responsibility for one major phase of the preparatory work, with which the council is charged. A chart on the next page of *Dallas* shows the organization plan for the Defense Council, and the name of the member in charge of each division of work. For instance, R. T. Shiels has assumed responsibility for the survey of industries; Frank N. Watson will handle the survey of agricultural resources; Clyde L. Stewart will head the division on utility facilities; Allen Wight will be responsible for transportation and communications, and Major B. F. McLain, commander of the Dallas Home Guards, will study and coordinate the military and police forces

for any purposes for which they might be needed.

Each of these division heads has the authority to call upon other Dallasites in the respective fields of work to cooperate with him. Each member of the council, together with the other men whom he may invite to assist him in his field of work, will study each contingency which might arise under his responsibility. For instance, Mr. Stewart is making a careful survey of the utility systems in Dallas. He will know what arrangements have been made, or should be made, by each of the utility services so that the disruption of any part of a utility system would not put the entire system out of order. In war-torn Europe, the metropolitan centers have learned that they must have their utilities so arranged that the disruption of one part of the system does not deprive the entire city of water, fuel or communication.

In the same manner, Major McLain knows what men are available in the Sheriff's department, in the police department, in the fire department, in the Home Guard companies, and in the Boy Scouts. He knows the key men in each of these groups, and in the event of an emergency he would know which men should be quickly notified, and these men, in turn, would mobilize their organizations on a moment's notice.

This same type of work is being done by the Defense Council in all the other divisions which have been assigned. Our

plans are discussed for all such contingencies, so that some key man, or men, in every agency that might be affected in Dallas will know what he is to do, and how he is to do it, if the word should be flashed that the emergency had arisen.

The organization plan of the Defense Council has been approved by City, County and State authorities, as well as by directors of the Chamber of Commerce. Representatives of the Federal Government have told us that it is one of the most comprehensive plans worked out by any city in the United States. We are confident that it will be good insurance for Dallas, no matter what the future may bring.

Men subject to military service were excluded from the personnel of the council, to insure its permanence. However, we are receiving the advice and assistance of Col. Moroney, and other members of the Chamber's Military Affairs Committee. This help is proving invaluable.

Major McLain is doing excellent work in the organization and training of the Dallas Home Guard companies. These civilian defense soldiers will be a vital unit in the handling of any emergency.

Mayor Woodall Rodgers recently attended a conference of mayors in St. Louis, at which he reported on the organization of the Dallas Defense Council, and discussed with other mayors of large cities the problems which might arise in war-time, or under pressure of industrial rearmament. He is giving the Council full benefit of his discussions at the St. Louis conference, and is working with the Council in every possible way.

All public officials, and the heads of such businesses as the broadcasting stations, utilities and scores of other concerns, are cooperating with us to the fullest extent.

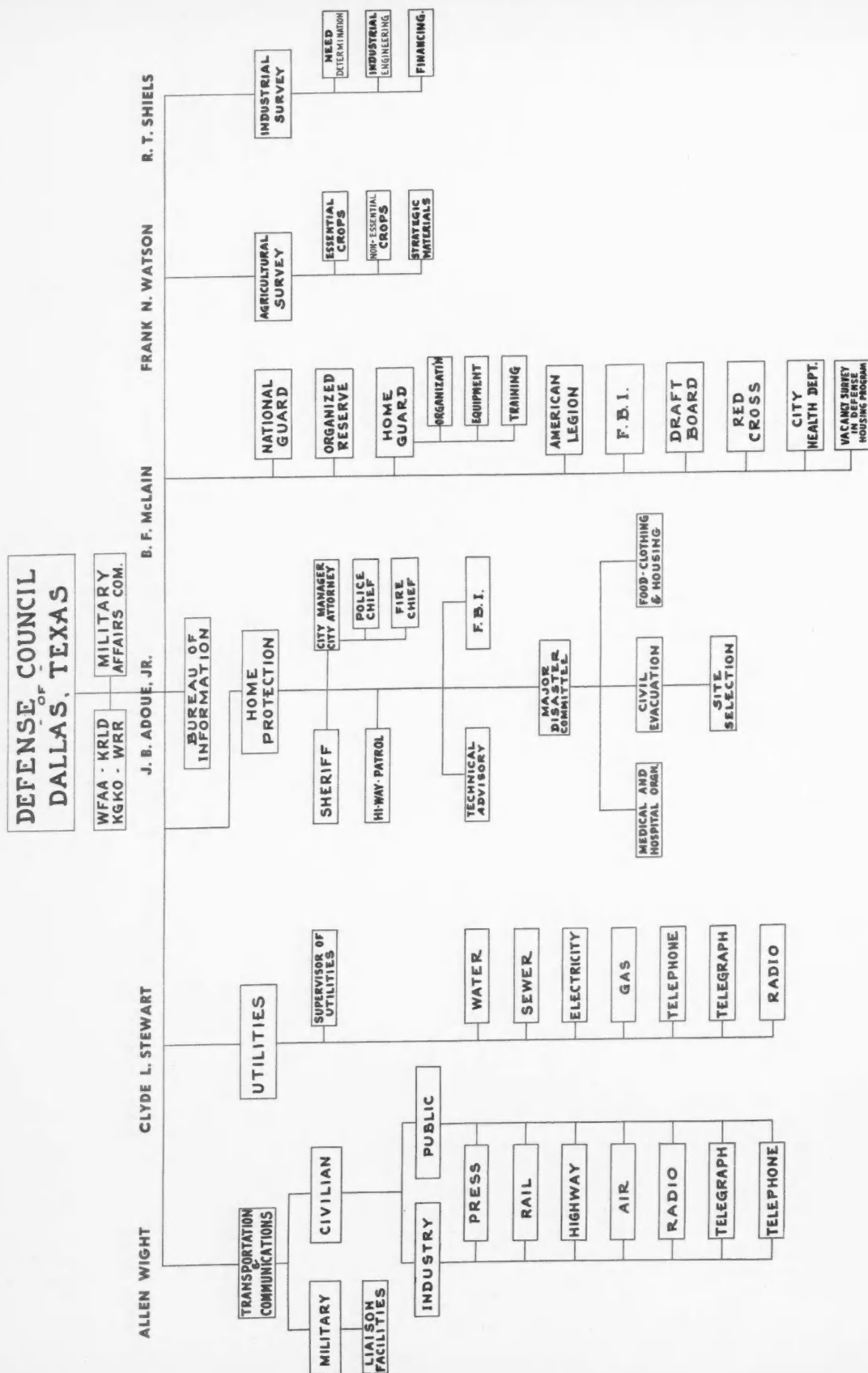
The emergencies with which this council might be called upon to deal, are numerous.

The work we are doing would be of great benefit in event of some natural disaster, such as a storm or a great fire.

It would prepare us to handle the possibility of sabotage in our vital defense industries.

(Continued on Page 17)

By J. B. Adoue
Chairman, Defense Council



Insurance against emergencies. This chart shows the organization plan of the Dallas Defense Council, created by the Dallas Chamber of Commerce upon the recommendation of the Chamber's Military Affairs Committee. Each of the seven members of the Defense Council has assumed responsibility for one division of work, as indicated on the chart. J. B. Adque, Jr., immediate past president of the Chamber of Commerce, is chairman of the Defense Council. His work is entirely of a preparatory nature — the study of measures that would have to be taken in event of emergencies of any kind, including rioting or sabotage, and a prepared plan of action to be followed in such an event. The Council's plan of organization and work has been described at the outstanding defense program of any city in the United States.

"Democracy's Arsenal" Needs Trained Workers

By **GEORGE L. MacGREGOR**

*Chairman, Defense Training Committee,
Dallas Chamber of Commerce*

THE fact that mechanized equipment is vastly more important in any defense effort nowadays than it was in the past means that men engaged in producing war materials at the forge, the lathe, the assembly line or elsewhere rank with seasoned soldiers as vital defenders of their country. Hence, as America strives to make itself the "arsenal of the Democracies" in double quick time, keeping our factories properly manned with loyal, skilled mechanics is just as important as building up armed manpower for our land, sea and air forces.

This, of course, concerns every community in the Nation, because the war equipment we are manufacturing safeguards the security of us all. But it is even more vital to Dallas in view of the fact that the Greater Dallas area soon will become a defense equipment manufacturing center.

Splendid work already has been performed, not only since the National Defense program began, but over a period of years, in developing skilled workers in Dallas. And we all know that these men are among the best in the world because they are resourceful, forward-looking, true Americans.

The Dallas Technical High School, of which Walter J. E. Schiebel is principal, and the Dallas Public Evening Schools, directed by J. O. Mahoney, have for a number of years been doing excellent work in training hundreds of skilled, intelligent workmen, and when the addition to Dallas Tech, now being built, is opened this work can be greatly expanded.

Last June the Dallas Board of Education, desiring to participate in a special program of trade training in co-operation with the Federal and State governments, appointed a National Defense Advisory Committee to confer with the Board in developing the program. That committee has done an outstanding job. Members of the group are R. T. Shiels,

chairman; C. H. Culpepper, Nat Guiberson, Wortham E. Power, Millard Storey, Stanley Zercher, Joseph Behle, Sr., Rob Roy, T. J. Mosher, F. T. Patillo, R. L. Cauffman, C. B. Ostrander, S. G. Cook and Orville Mitchell.

As a part of this program, 186 men were given ten weeks of training last summer at Dallas Technical High School, in day and night classes, and about 400 men now are being trained. The program is being greatly expanded with the opening of a new trade training school in a large building at Fair Park. Installation of \$125,000 worth of equipment for the Fair Park school is now being completed. It will operate sixteen classes, twenty-four hours a day, with a total enrollment of about 700. The Dallas Tech and Fair Park schools will train approximately 1,000 men at a time. It is anticipated that the school at Fair Park will be given over to adult training so that the shops at Dallas Tech may serve out-of-school youths, between the ages of 17 and 21. E. W. Wright, experienced vocational training instructor, is director of defense training for the Dallas Board of Education.

Federal funds for trade training work are administered through the State Board for Vocational Education, with the as-

sistance of the local advisory committee appointed by the Dallas Board of Education. Work of the State Board is under the capable direction of James R. D. Eddy, and James DePue is supervisor for this district. Southern Methodist University's School of Engineering is co-operating by providing special defense training classes.

In addition to the schools mentioned, there also are a number of private defense training schools in their early stages of operation, and undoubtedly others will be opened later. North American Aviation, Inc., with its temporary factory and training school under direction of James Rivers, manager of the plant, has done a magnificent job.

The new Defense Training Committee appointed by the Dallas Chamber of Commerce will co-operate fully with the groups and individuals already doing splendid work in defense training. A study now is being made to determine how the committee may be most useful in furthering and rounding out the entire training program in the Dallas area. The objectives and policies of the group will be determined in the near future after a careful study of the whole situation has been made. Members of the committee, in addition to the chairman, are: T. E. Jackson, vice-chairman; J. Ben Critz, secretary; E. H. Flath, E. Gordon Knight, W. W. Lynch, Orville Mitchell, Duane Platt, Walter J. E. Schiebel and L. S. Sinclair. B. B. Owen is an ex-officio member.



Dallas men found new opportunities when North American Aviation, Inc., opened its temporary factory and training school at 3221 Commerce Street. Here is the first class of boys to begin training.



These are typical homes of North American Aviation's workers in the Inglewood, California, area. Presumably, the great demand for new dwellings in the vicinity of North American's Dallas plant will be in this price range, both for homes for rent and for sale. Several large developments are being planned.

Dallas Builds a New City Within the City

By HOLMES GREEN

*Chairman, Defense Housing Committee,
Dallas Chamber of Commerce*

THE DEFENSE Housing Committee began to function January 20. The purposes of this committee, as outlined by President Carrington, are "to analyze the emergency defense housing solution wholly from a public standpoint and to urge only such action from the Federal authorities as will best serve our community."

When North American Aviation, Inc., first decided to locate its \$7,000,000 airplane factory at Dallas' Hensley Field, it was believed that hundreds of the workers might be drawn from Ft. Worth, our sister city. It was thought then that these Ft. Worth men probably would already have homes in Ft. Worth and that they would commute to their work at Hensley Field. The fact that Ft. Worth was recently designated as a site for a large bombing plane assembly plant, will probably restrict the number of Ft. Worth men who will seek employment in the North American plant at Hensley Field. The Ft. Worth assembly plant probably will require all the skilled labor available in Ft. Worth. These new circumstances will throw an even heavier proportion of the new population of the North American personnel into the more

immediate Dallas area. This, of course, makes the employment and housing conditions in Dallas more acute, and was one of the impelling reasons for the appointment of this Chamber of Commerce committee.

Obviously the most serious bottleneck in housing might conceivably concern the North American Aviation plant near Grand Prairie. This plant is scheduled to begin operations in April. Officials of this company were individually asked to submit data that might enable this committee to form definite conclusions. Also, authorities in Washington desired such information.

Based on the best available information, the North American Plant will employ 9,000 men by November. It should reach maximum capacity, with its present facilities, by January, 1942, and at that time employ 12,000 men. North American officials are selecting and training men with care. The officials of this company have been most cooperative and evidence a strong desire to be a permanent commercial and social asset to the community.

The Chamber's Defense Housing Committee first concerned itself with obtain-

ing the most complete and unbiased information on the probable housing needs created by the great North American plant. It has tried to work rapidly because of the short period of grace we will have before housing needs become acute. It is the committee's belief that a large proportion of new dwellings must be built to rent, at least in the beginning. Later, as the workers acquire sufficient money to make down payments on these homes, many of them probably will purchase the houses which they will first want to rent.

Every effort is being made to encourage the interest of private capital in these needed residential developments. The committee has talked with a number of developers who are interested in undertaking large scale building programs for the North American workers. The Federal Housing Administration has stated that it is willing to insure loans on these developments on the same basis that it would insure residential construction in any other section of Greater Dallas. The committee has given every encouragement to the private developers, in the hope that they will undertake a

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Contracts Total \$91,000,000

MORE than \$91,000,000 in defense contracts and sub-contracts have been awarded to Dallas firms through February 1, 1941, according to a survey made by the Industrial Department of the Dallas Chamber of Commerce.

This large amount of additional business brought to Dallas under the National Defense Program, has resulted in a vast expansion of existing Dallas manufacturing plants, and has brought Dallas two major new industries.

The Chamber of Commerce pointed out that the National Defense contracts received by Dallas firms—millions of dollars—in addition to the normal business of these firms, has enlarged payrolls and created hundreds of new jobs. This expansion is being reflected in substantial gains in all lines of business in Dallas, and its immediate area.

Of the orders for military aircraft received by North American Aviation, Inc., it is unofficially reported that more than \$50,000,000 in awards have been allocated by the firm to be manufactured in the \$7,700,000 Hensley field airplane factory, now nearing completion. Thus, the estimated \$50,000,000 in contracts to be produced by North American Aviation, Inc. of Texas, will be the largest single item of National Defense business brought to Dallas.

Other Dallas firms have received more than \$40,000,000 in direct contracts for construction, equipment and supplies in America's vast military preparedness program. Numerous other Dallas firms have received large orders from primary contractors, and accurate information on the amount of this sub-contract business is not readily available. The Texas Textile Mills, with a large plant at Love Field, is reported to have received more than \$1,000,000 worth of orders for cotton cloth to be supplied to primary contractors, under the National Defense program.

In addition to these two contracts, the defense contracts awarded directly to Dallas firms total \$40,527,049, as follows:

AAA Air Conditioning Company, re-roofing of hangar, \$6,000.

Frank H. Abel, painting, \$10,852.

The Austin Construction Company, paving and drainage of runways at Barksdale Field, Louisiana, \$206,666.

Byrne Organization, housing units

with necessary accessories at the Naval Operating Base at Norfolk, Virginia, \$2,284,000.

J. W. Bateson, temporary buildings and utilities at Fort Sill, Oklahoma, \$593,800.

Brown Lane Company and Central Contracting Company, housing facilities at Orange, Texas (500 units for civilian employees), \$1,480,000.

N. E. Busby & Company, additions to night lighting installations at Hensley Field, Dallas, \$4,999.

J. G. Bartholomew, sewage treatment plant at Fort Benning, Georgia, \$90,000.

Rollins and Forrest, architectural and engineering work on construction of Camp Wolters, replacement center, at Mineral Wells, Texas.

Conro Manufacturing Company, denim coats and trousers, work coats and trousers, \$1,575,000.

Central Contracting Company, hangars at MacDill Field, Florida, \$1,000,000.

Cameron Manufacturing Company, typewriter ribbons, \$12,630.

Dallas Cotton Mills Company, duck tentage, \$240,000.

E. L. Dalton, gas distribution system,

Kelly Field and San Angelo \$26,454.

Dolph-Bateson Construction Company, construction of warehouse at San Antonio General Depot, Fort Sam Houston, \$1,572,776.

Dallas Association for the Blind, bleached pillowcases, \$11,395.

Eckert-Fair Construction Company, Air Corps garage and temporary housing at Barksdale Field, Louisiana, \$287,685.

Fincher Construction Company, emergency construction, Fort Brown, \$3,891,905.

G. & J. Manufacturing Company, cabinets, complete with cradles for field ranges, \$299,750.

Guiberson Diesel Engine Company, \$8,000,000.

Haggar Company, serge trousers, \$36,118.

Henger Construction Company, aviation facilities at the Naval Reserve Aviation Base, Dallas, \$750,000.

E. L. Martin, army housing (200 units) for married enlisted personnel at Fort Sam Houston, near San Antonio, \$548,000.

(Continued on Page 13)

DEFENSE CONTRACTS

All Dallas firms interested in bidding on defense contracts should file with the Industrial Department of the Dallas Chamber of Commerce a description of their plants, a complete list of all production equipment and should enumerate the items on which they would like to be invited to bid.

The Industrial Department is setting up an information service for the use of Dallas industries. The following bulletins and publications are on file in the department, available to all concerns interested in consulting them:

"Army Purchase Information Bulletin," in which are listed all agencies making purchases or letting contracts for the Army, enumerating in detail the goods or materials purchased by each. In the back of this bulletin is an alphabetical list of articles purchased for the Army, with references showing what agencies make the purchases.

"Selling to the Navy," a bulletin outlining the necessary procedure in selling supplies and equipment to the Navy, and the location of the various agencies making purchases and what each buys.

"U. S. Government Advertiser," a newspaper in which is published information concerning bids called for by all agencies of the Government, to whom to apply for detailed specifications and bidding blanks, and the closing dates. This publication also lists all contracts awarded, to whom awarded, and similar information. In each issue is an alphabetical list of all articles for which bids are wanted with reference numbers that give the agency calling for bids, the delivery point, closing date, etc.

On file in the Industrial Department also are numerous other bulletins containing information of value to bidders on defense contracts. All of this information is available to persons calling at the Department; it cannot be furnished by telephone or letter as facilities are not available.

*"United for Service
All the Time"—*

—Says Reddy Kilowatt,
Your Electrical Servant.



Assuring Dallas Abundant Power for **NATIONAL DEFENSE!**



Tying Dallas and Texas Into the Nation's Power Network

Through common ownership the public utility holding company has played an important part in integrating physically the electric power facilities of the United States. The map shows the high state of interconnection already achieved largely by the private utilities of the country. More than 300,000 circuit miles of high voltage lines of 11,000 volts and over link the important load centers of the country. Here we can show only about 82,000 miles of such lines, which are high voltage lines of 60,000 volts and more.

This interconnection and integration of power facilities is vital for National Defense.

HAND-IN-HAND in work and objectives, nearly 1,000 well-trained, loyal people in the Dallas Power & Light Company—backed by modern, highly efficient equipment—are ready and eager to meet emergency demands for vital power to run defense industries throughout Greater Dallas.

This preparedness for any emergency is a year-in and year-out policy of Dallas Power & Light Company. Because of this policy, the 1941 defense program in Dallas—with its heavy drain upon all production resources, particularly electricity—finds your Dallas electric service company **READY NOW WITH ABUNDANT POWER.** It has...

1. **Seasoned, capable employees.**
2. **Ample generating capacity.**
3. **Modern, efficient equipment.**
4. **Adequate financial resources.**

Dallas Power & Light Company can draw power from or supply power to transmission lines of adjacent power companies. Interconnection of transmission lines has given the United States the greatest electric power grid on earth—a network already making electric service available, reliable, cheap and abundant almost everywhere. Thus it is not necessary to spend millions of defense dollars and take months of precious time to expand America's electric facilities. In other words, **DEFENSE DOLLARS CAN BE SPENT FOR DEFENSE** because of our Nation's electric power industry is ready now!

DALLAS POWER & LIGHT COMPANY

Electricity Is Cheap in Dallas

Factories: Front Line of Defense

By CLYDE V. WALLIS

Secretary, Defense Contracts Committee

A MEETING of the Defense Contracts Committee of the Dallas Chamber of Commerce was held on February 19.

At this meeting it was pointed out that the Office of Production Management, consisting of Messrs. Knudsen and Hillman and Secretaries Knox and Stinson, will shortly appoint for the Eleventh Federal Reserve District (and each other Federal Reserve District) a district coordinator, who will be an outstanding business man. Working under the district coordinator will be a district manager, who will be a skilled engineer of ability, capable of surveying the needs of large primary contractors, as well as the facilities of small business in this district. Through the district coordinator and district manager the Office of Production Management expects to spread defense work rapidly.

Steps were taken at the meeting of the Chamber's Committee on Contracts to see that the officials of the Dallas Chamber of Commerce immediately contact the district coordinator when he is appointed with a view of calling to his attention the availability of the facilities located in Dallas and surrounding territory.

The Committee approved the opening of an information bureau in the office of the Chamber of Commerce, through which members may obtain information concerning the various items purchased by the Army and Navy, the procurement officers purchasing them, the names of large primary contractors who might wish to subcontract certain items of work, and other information pertaining to the defense program. It is hoped that the members will take advantage of this facility.

The manager of the Chamber's Industrial Department was requested to call on Governor W. Lee O'Daniel at the first available opportunity, with a view of offering full cooperation with his defense program, and particularly to bring to his attention the names of our concerns capable of furnishing needed supplies, or of manufacturing articles needed in the defense program.

Contracts

(Continued from Page 11)

P. O'B. Montgomery, construction of hospital buildings, Ellington Field, Texas, emergency construction at Fort Sam Houston, \$2,081,870.

National Pants Corporation, serge trousers, \$20,171.

North American Aviation, Inc., build, equip and buy machinery for airplane plant, \$7,700,000.

Homer A. Parks, concrete pavement,

Fort Sill, Oklahoma, \$30,850.

Padgett Brothers Company, trunk lockers, \$62,800.

A. J. Rife Construction Company, repair shop, Southeast Air Depot, Alabama, Air Corps Operations, hangars at Southeast Air depot, Mobile, Alabama; temporary housing at Fort Sill, Oklahoma, \$3,812,570.

Ben Sira & Company and W. H. Reeves, temporary housing at Fort Clark, Texas, \$163,900.

Thrift Packing Company, canned foods, \$68,000.

Wilkins Trunk Manufacturing Company, trunk lockers, \$27,300.

Wohfeld-Dalton-Dellone, architects and engineers, replacement center, \$3,561,168.

H. W. Zweig Company, denim coats, worsted shirts, light serge trousers, \$70,390.17.

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53 Years in Dallas

Please phone 7-8514 when you need a good stenographer or bookkeeper. Thank you.

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"Registered Policy Protection"

Growth and Progress

Year	Premium Income	Assets	Insurance in Force
1936	\$308,500.58	\$ 992,577.17	\$11,127,714.00
1940	871,460.97	4,252,686.56	33,840,327.00

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

THEO. P. BEASLEY • PRESIDENT

DALLAS

HOME OFFICE

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FILE FOLDERS

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ENVELOPES

Manufactured by

HESSE Envelope Company

DALLAS, TEXAS

FROM FACTORY TO CONSUMER



Committee heads formulate plans for Gardens of the Americas: Seated and holding book of plans is Joe E. Lambert, Jr., executive chairman of the flower show; next is Otto Lang, chairman of the Dallas florists' committee; standing is Herbert Carpenter, secretary of the Dallas Anniversary Association, sponsoring the flower show, and Herbert Marcus, seated, president of the Dallas Anniversary Association, is expressing his views on the program.

DALLAS Says It with Flowers

ONE hundred years of growth and progress. This is the theme of Dallas' anniversary celebrations, opening with the Gardens of the Americas, the million-dollar flower show, March 29 through April 6.

It was in 1841 that John Neely Bryan tethered his horses on the banks of the Trinity river somewhere in the vicinity of the present Dallas County court house, built a log cabin and started a trading post. The Bryan cabin is a relic of that day and reposes on the lawn of the present Dallas court house.

Since the founding day, Dallas has had its ups and downs, but through it all the city has forged ahead to become one of the ranking inland cities of the nation. It has not only grown commercially and industrially, but it has advanced spiritually and culturally to claim leadership on all fronts of human endeavor. And, throughout 1941 Dallas is inviting its friends to come and join in a series of festivities, carefully spread over a period of months, which will pay homage to the founders and builders of a great city.

The first special event of the Dallas Anniversary Celebration will be the Gardens of the Americas. It is to be an international exposition embracing partic-

ipation by Mexico and South and Central American countries. The show has been underwritten to the tune of \$100,000 by Dallas business interests and machinery put in motion to make of it the outstanding flower exposition of the Southwest for all time, past and present.

The Dallas Anniversary Association is incorporated under the laws of Texas. It has a full board of officers, all functioning "in high gear." Herbert Marcus, merchant and civic leader, is president and serving with him is a board and an official family of outstanding business men in the Southwest. King Duggan, W. J. Brown and H. A. Olmsted are vice presidents; Nathan Adams is treasurer and Herbert Carpenter is secretary. E. P. Simmons and the officers comprise the board of directors.

For the flower show, Joe E. Lambert

is executive chairman, and Mrs. George N. Aldredge, co-chairman. The executive committee is composed of Mrs. Hattie Louise Browning, Mrs. E. J. Gannon, Jr., Gordon Guiberson, Mrs. Karl Hoblitzelle, H. Stanley Marcus and George M. Stuart. The women's committee, headed by Mrs. Gross R. Scruggs, is composed of Mrs. E. J. Gannon, Jr., Mrs. Will Lake of Fort Worth, Mrs. John Loomis, Mrs. E. P. Simmons, Mrs. W. P. Luse, Mrs. F. H. Penn, Mrs. R. L. Thornton and Mrs. Harry E. Stewart. Otto Lang heads the Dallas florists' committee.

Perhaps the greatest exhibition of rare flowers ever assembled in the South will be one of the outstanding features of the show. Importations from California, Mexico and other Latin-American countries will swell this exhibit, which will assure one of the most gorgeous and representative showings ever to be made in the Southwest, if not in the entire South.

Awards in the contests will run into

(Continued on Page 24)

Gardens of the Americas, March 29-April 6, Will Be First in a Series of Major Events for Dallas' Year-Long Hundredth Birthday Celebration



PREPAREDNESS

SUCCESSFUL ACHIEVEMENT of any goal depends to a large extent on the preparation made for attaining it. If carefully prepared and executed photographs is one of the necessary ingredients in your preparation program, then you need our services. We are prepared.

PARKER ★
GRIFFITH

FINE PHOTOGRAPHY

2007 BRYAN

TELEPHONE 7-5045

EDWARD T. HARRISON, President

TRINITY UNIVERSAL INSURANCE COMPANY DALLAS, TEXAS

Financial Statement

December 31, 1940

ASSETS

Cash and U. S. Government Bonds	\$1,095,500.12
State, County and Municipal Bonds	1,940,598.36
Miscellaneous Bonds	230,216.44
Stocks	1,682,235.37
First Mortgage Loans on Real Estate	375,610.60
Collateral Loans	162,500.00
Site for Company's Office Building	144,000.00
Other Real Estate	221,118.39
Premiums in Course of Collection	807,667.84
Premium Notes Receivable	142,849.49
Accrued Interest	21,176.39
All Other Admitted Assets	1,218.68

Total Admitted Assets - \$6,824,691.68

LIABILITIES

Reserve for Losses and Claims	\$ 316,940.00
Special Reserve for Liability Claims	1,016,118.72
Reserve for Unearned Premiums	2,511,278.63
Reserve for Taxes	168,587.10
Reserve for Other Liabilities	56,460.35
Commissions Payable	247,412.54
All Other Liabilities	50,627.41
Capital	\$1,000,000.00
Surplus	1,457,266.93
Surplus to Policyholders	2,457,266.93

Total - \$6,824,691.68

Bonds at Amortized Value, Stocks at Market Values, December 31, 1940

On the basis of December 31, 1940 market quotations for all bonds and stocks owned, the total admitted assets and surplus would be increased by \$192,811.40

	Premium Income	Unearned Premiums	Admitted Assets	Surplus to Policyholders	
1936	\$3,192,737.32	\$1,655,287.48	\$5,003,111.11	\$2,264,970.96	1936
1937	3,894,832.56	2,042,798.20	5,272,657.83	1,930,718.64	1937
1938	4,105,053.15	2,136,722.57	6,003,065.98	2,345,405.02	1938
1939	4,158,996.71	2,214,168.07	6,301,577.15	2,428,996.96	1939
1940	4,595,504.19	2,511,278.63	6,824,691.68	2,457,266.93	1940

*"GOOD Advertising Demands
Good Artwork,
"GOOD Artwork Demands
Good Reproduction"*

THIS "GOOD STUFF" originally appeared in a well known Advertising Magazine . . . it tells a story so important to everybody who buys PRINTING that we pass it along for your benefit.

The point is clear!

If you want anything to be really good, go to a good place for it . . . particularly if it is to be made to your order.

We take pride in catering to patrons who insist upon good printing . . . and modestly admit that we can give you the same good service.

Please come and see!

ROBERT WILMANS

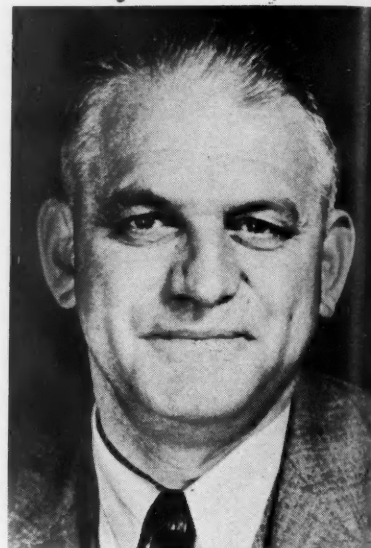
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DALLAS

Rivers to Head Dallas Plane Plant

J. H. Kindelberger, president of North American Aviation, Inc. and North American Aviation, Inc. of Texas, announced last month that Alexander T. Burton, formerly announced as division manager of North American's new plant in Dallas, Texas, will now go to Washington, D. C., as a representative of North American Aviation, and that operations in the Dallas plant will be headed by E. J. Rivers, factory manager.



E. J. RIVERS

Leland R. Taylor, present Washington representative of the firm, will return to Inglewood to assume a new position as an executive staff assistant.

Mr. Rivers has been a resident of Dallas since last November, when he established the temporary factory's training school at 3221 Commerce Street. Under his supervision the company's Dallas personnel will total 1,500 when the \$7,700,000 Hensley Field plant is completed in April. He was born in Harrisburg, Pennsylvania, in 1887. He attended grammar school in Harrisburg, and Hughes High School in Cincinnati, Ohio. After three years of night school, he graduated in 1907 from the Miami Business College in Dayton, Ohio.

Mr. Rivers started his career working for the Christopher Columbus Line as engineer on a lake steamer. His aviation career began in the assembly division of the Dayton-Wright Airplane Company. In 1918 he enlisted and was stationed at Camp Jackson as drill-master until his resignation in November of 1918.

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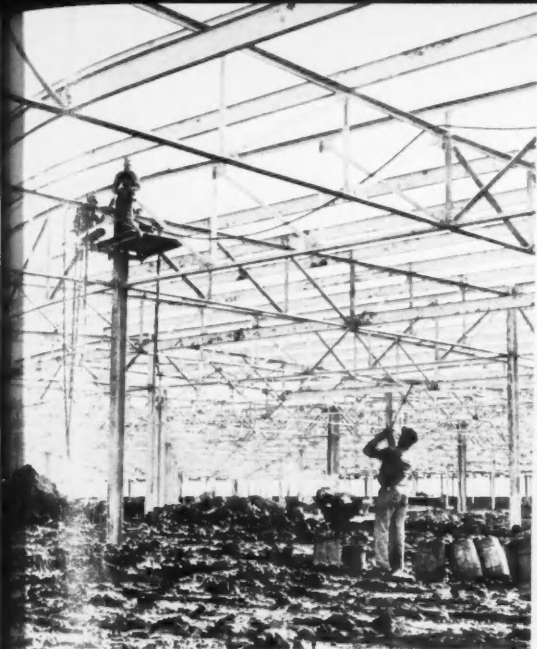
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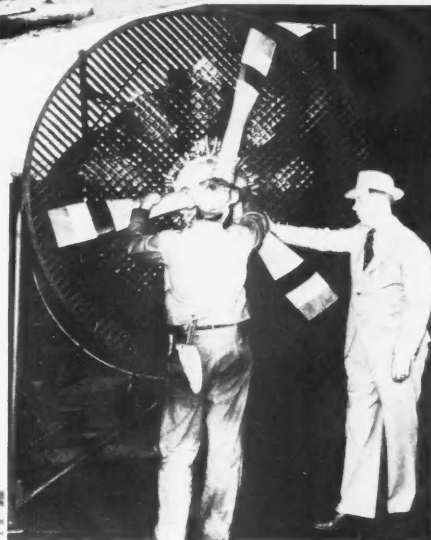


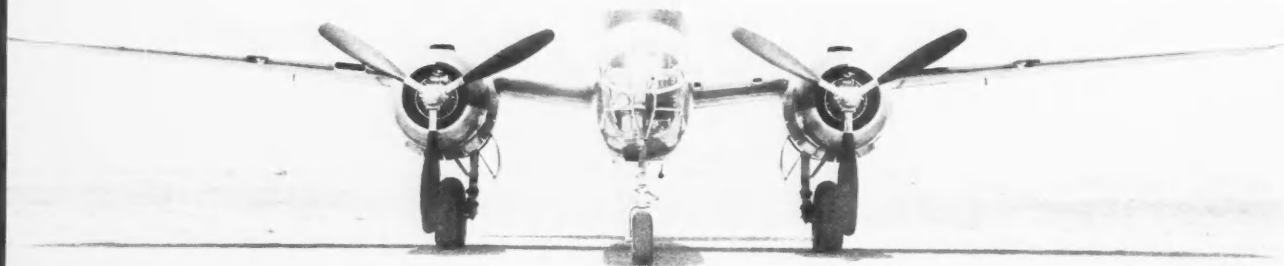


Defense Means Speed!

Dallas' defense projects are breaking speed records. *Above:* Two construction progress pictures made at the \$7,700,000 Hensley Field plant of North American Aviation, Inc. of Texas on January 10. (Wm. Langley photos. For comparison, see inside pages). *Right:* Allen Guiberson, of the Guiberson Diesel Engine Co., and one of his workmen with a Naval aircraft diesel engine being developed by the Dallas firm. (Dennis Hayes photo). *Below:* Architect's drawing of the North American Aviation plant, in its relation to Dallas' Hensley Field. On the lake frontage of Hensley Field, a \$1,000,000 Naval Reserve Aviation Base is nearing completion.

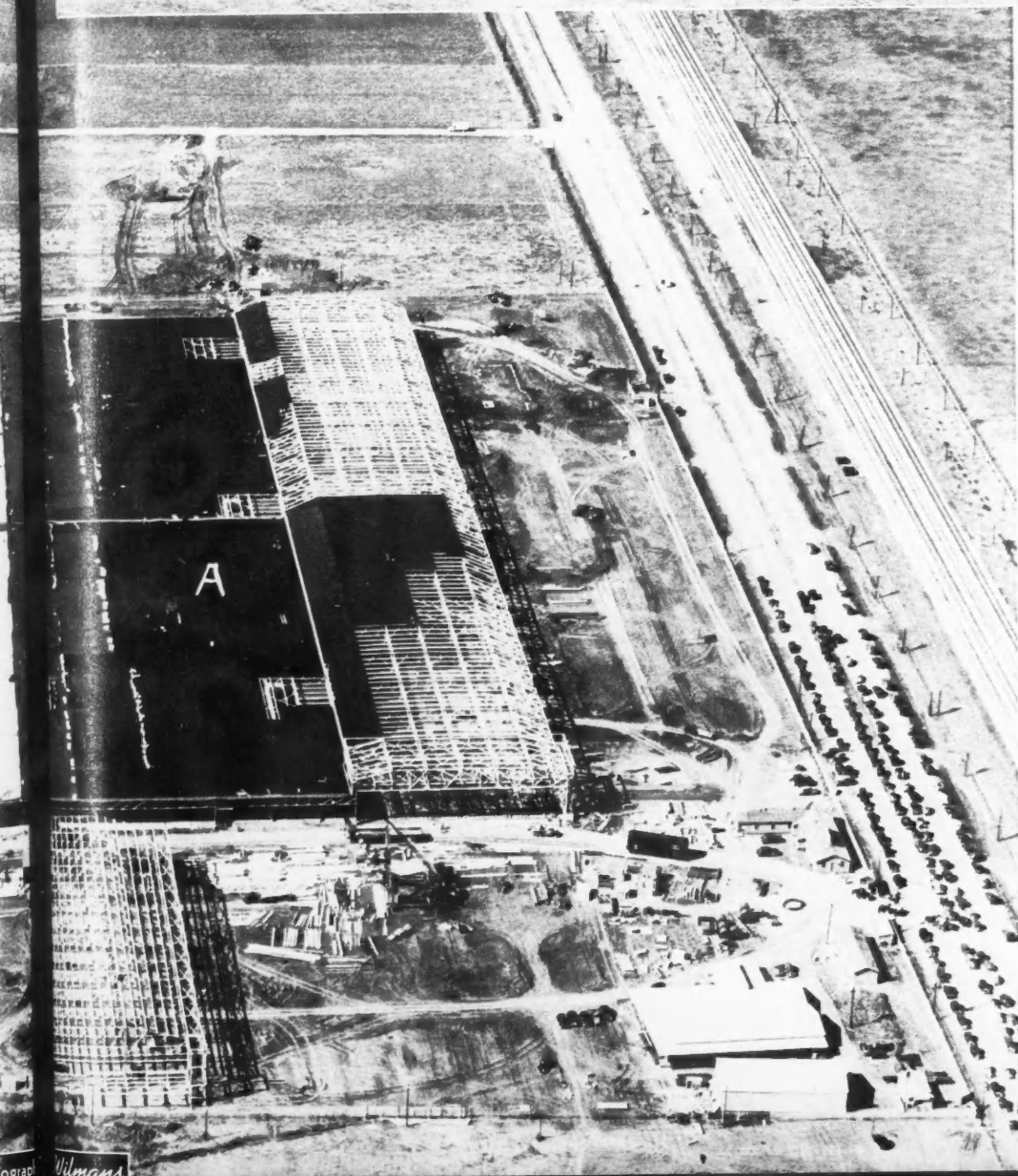
North American Aviation, Inc. of Texas; Dallas, Texas
Gordon Turnbull, Consulting Engineer, Cleveland-Dallas



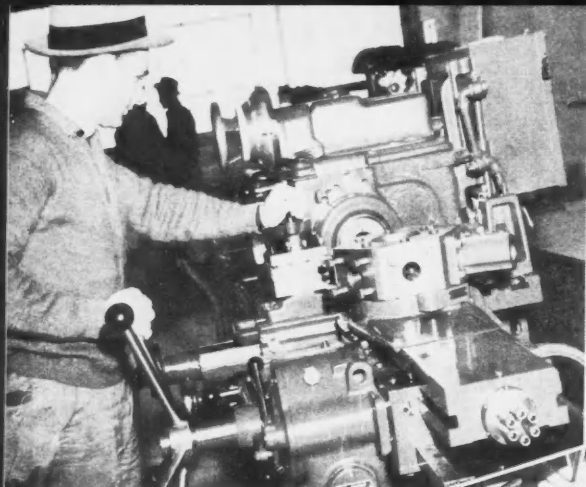


On December 1, 1940 this 180-acre site just west of Dallas' Hensley Field was a stretch of barren ground. On February 14, 1941, the mammoth factory at right was nearing completion. In the center is the main building, 950 x 1,000 feet. Its roof covers 26 acres of floor space. Around the main building can be seen the steel framework of the hangar, foundry, paint storage, and power plant buildings. At the upper right hand corner of the main building is the foundation for an office building. Since this aerial photo was made, the steel work on all buildings, the roof on the main building, and most of its exterior walls have been completed. Installation of machinery is well advanced. Aerial Photo Service photo.

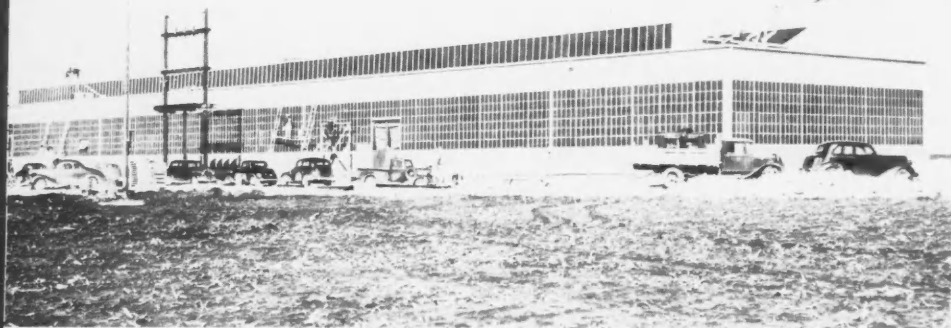
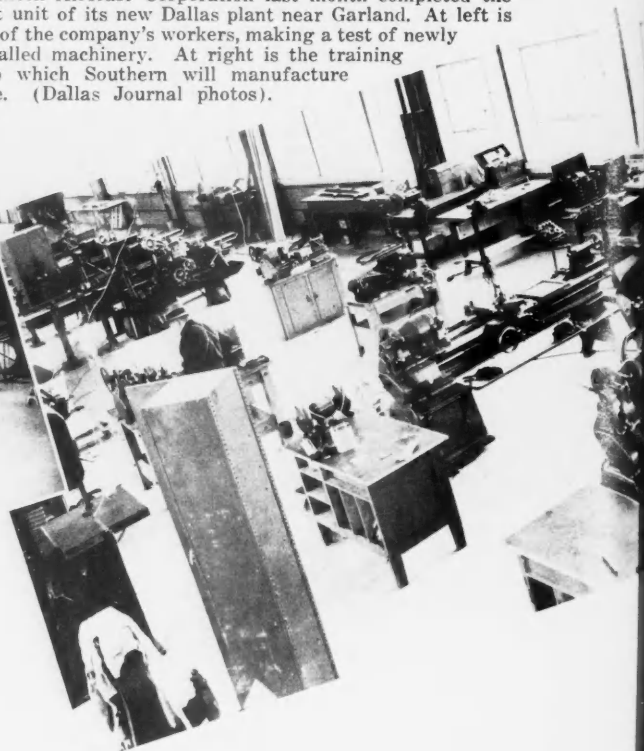




Two of the military airplanes manufactured by North American Aviation, Inc. At left, a twin-engine bomber; at right, an advanced trainer. It is reported unofficially that North American Aviation, Inc. has allocated more than \$50,000,000 of its orders from the U. S. Government for production in the new Dallas plant.



Southern Aircraft Corporation last month completed the first unit of its new Dallas plant near Garland. At left is one of the company's workers, making a test of newly installed machinery. At right is the training ship which Southern will manufacture here. (Dallas Journal photos).



Above are two views of the interior of Southern Aircraft's plant, as machinery was being installed. At left is an exterior view of the building. Willis C. Brown is president of the company, which moved to Dallas County from Houston.

architects' conception of how the Southern Aircraft plant at Garland will look when additional units are constructed. Gill and Bennett of Dallas are the architects.

Lithographed by
Robert Wilmans





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DALLAS

Rivers

(Continued from Page 16)

From 1919 to 1937, Mr. Rivers acquired a wide field of knowledge and experience by holding supervisory position in the following: U. S. Army Air Corps., Material Division; Atlantic Aircraft Corporation; Gorman Aircraft Corporation; General Aviation Manufacturing Corporation; Vultee Aircraft Division; Consultant Engineer on factory management problems and aircraft school operations in Los Angeles. In addition, Mr. Rivers wrote and published "How to Make Repairs on Steel Tubing Airplanes."

In 1937, Mr. Rivers became affiliated with North American Aviation, Inc., in Inglewood, California, as efficiency engineer and assistant superintendent.

Late in 1940, Mr. Rivers was appointed factory manager of North American Aviation, Inc. of Texas.

Mr. Rivers married Anna Ortman of Cincinnati, Ohio, in 1917.

Employers Casualty Advances Officers

L. A. Guthrie was named, vice president in charge of claims of the Employers Casualty Company of Dallas, following the annual meeting of the stockholders last month. At the same time, Ben H. Mitchell, secretary, announced the elevation of A. H. Plyer, as vice president in charge of accounting, and the election of H. Gaston Tatom, as assistant secretary in charge of fire insurance underwriting.

Other officers elected include: Homer R. Mitchell, chairman of the board; A. F. Allen, president; L. W. Groves, executive vice president; Mr. Mitchell, secretary; E. E. Watts, vice president and treasurer; C. G. Weakley, vice president and sales manager; H. C. Smith, Jr., vice president in charge of agents, and J. T. Martin, assistant secretary.

Cost Accountants Form Chapter

A Dallas chapter of the National Association of Cost Accountants was organized last month, with Ray Giddens of the Texas Bitulithic Company, as president. Other officers are: Donald S. Grubbs, Oil Well Supply Company, first vice president; Louis G. James, Lone Star Gas Company, second vice president; and Cecil Baugh of the Baptist Standard Publishing Company, secretary-treasurer.

The National Association of Cost Ac-

countants is a non-profit organization devoted to the study of problems of trial accounting. The membership of the association is made up of men from different professional and industrial groups, who are interested in the problems of trial accounting. The National Association has 67 chapters, with some 6,500 members.

Shaver to Handle Steamaster Boiler

The Shaver Boiler & Machinery Company, 525 South Ervay Street, has become the distributor for the new Steamaster Boiler, a portable plant of automatic design, furnishing horsepower from 1 to 100.

Dallas is Ready

(Continued from Page 7)

If the unforeseen tragedy of rioting should occur in Dallas, the Defense Council would be able to mobilize the facilities to control the situation, and in the event this country should be thrown into war, the council would be prepared for the responsibilities of home defense, and protection of our great industries and the relief of war victims.

As the work of the Defense Council progresses, we shall make as complete reports as are deemed advisable in the nature of the work. We shall call upon the people of Dallas, who have never failed to respond to civic and industrial responsibilities, to cooperate in every way.

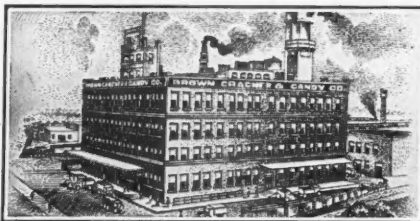
We are confident that with the wholehearted cooperation of the people of Dallas, this community will be better prepared than any other in the nation to meet any disaster, civil or military, which the future might bring.



Wholesale Merchants Building

The pivotal point of the Dallas Wholesale Market . . . Space available in 300 to 2,000 square foot units at very moderate rentals.

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Store Interiors and
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Sales Engineers. AT YOUR
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FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS

DALLAS

*Part XI of a New
History of Dallas*

Financial Nerve Center

BANKS and banking came late to Dallas. Their development impeded by frontier conditions, changes of sovereignty and political prejudice, the first banks were not chartered until after the Civil War. Since that time, however, Dallas banks have exhibited extraordinary stability and continuity. Some of the leading financial institutions of today can trace their lineage back in a direct line of descent through successive mergers and amalgamations to banking firms established in the 1860's, 1870's and 1880's—the First National Bank of Dallas being a conspicuous example.

A few Dallas banks have failed and a few have been closed in times of financial stress to protect the depositors, but the city has never known a real panic, and the only bank run in a hundred years occurred, ironically enough, at the height of post-war prosperity. This was a brief one-day affair on May 11, 1921, when a large number of withdrawals from the Security National Bank created some excited rumors in the community. A genuine run was averted by prompt assistance from the Dallas Clearing House, the Federal Reserve Bank, and large depositors such as the late Col. E. H. R. Green, and the bank finished the day with ample cash on hand. This record of general solvency is all the more remarkable considering the fact that most acute and prolonged financial crises in the history of America have been experienced by the country as a whole during the period that the Dallas banks have been functioning. Among these have been the panics of 1873, 1893-94, 1907, and the stock market crash of 1929, followed by the great depression of the early 1930's.

Stable currency was characteristically scarce on the American frontier, and for the first twenty years of its existence Dallas and the surrounding area, though preferring specie or hard money, had to depend largely on paper money of doubtful value, foreign coins, drafts on distant banks, and personal credit extended by merchants to individuals on a basis of their standing in the community. What little United States specie the settlers brought with them was supplemented by Mexican silver dollars, which circulated freely. After the withdrawal of the "red back" currency and exchange bills of the Republic of Texas, such paper money as was in circulation had no standard value and was accepted only at a fixed rate of exchange in "hard money." Mississippi and Louisiana banknotes circulated to some extent but were acceptable only when indorsed by an established Texas business house. Barter was widespread. Wheat and corn were traded to the operators of the early grist mills for flour and meal; the pioneer merchants accepted hides, peltries, honey, beeswax, wool, lard, tallow, farm produce and almost anything that their customers had to offer in trade. This practice continued even up into the 1870's, as signs exhibited on the stores of that period clearly testify.

With the outbreak of the Civil War and the secession of Texas from the Union, conditions grew even worse. The Confederate currency, which became legal tender throughout the South, depreciated until it had practically no value during the later stages of the war, and United States currency, for which some individuals exchanged it as the ultimate defeat of the Southern states

became more certain, was of dubious value. Writers of the period indicate that virtually no cash was to be had in Dallas, and times were very hard.

Before the Civil War the merchants of Dallas generally handled the few indispensable banking functions of the community. As early as 1850, however, John Beeman, John Neely Bryan's father-in-law, ran a small money-lending business, which made it possible to borrow small sums at a rate of 5 per cent interest, later rising to twelve per cent. In the late 1850's the expansion of commerce and the beginnings of industry in North Texas demanded better monetary facilities, and the law firm of J. W. Ferris and E. B. Nicholson opened an exchange office in Dallas, presumably the one referred to by the *Herald* in its roster of local business establishments in 1858.

The first real banks made their appearance during Reconstruction days after the Civil War, and helped to finance the boom that preceded and followed the entrance of the railroads into Dallas. Some time prior to 1868 T. C. Jordan and E. G. Mays organized a banking firm with an original capital of about \$20,000 in gold, and opened quarters on the west side of the courthouse square, lending money at interest rates ranging from 2 per cent on gilt-edged securities up to 12 per cent on endorsements. Shortly afterward, in the same year, another banking house was organized by Captain W. H. Gaston and A. C. Camp with a capital of \$40,000, a dry-goods box as a counter, and the pockets of the two partners as safety deposit vaults. Later W. H. Thomas was taken

Compiled by the Workers of the Dallas Unit, Writers' Program, of the WPA

into the firm and its name changed to Gaston, Camp and Thomas.

These and other early banking houses which were established in the seventies, such as Bryan and Blake, Adams and Leonard, Gannon Brothers, and Flippen, Adoue and Lobit, were all private institutions. The first state chartered bank in Dallas was the Dallas County Bank, which was issued a charter on June 4, 1870, under the banking act of December 2, 1871. This bank, of which John Kerr was president and E. H. Gruber cashier, had a capital of \$100,000 and was located on the southwest corner of Main and Lamar Streets. A year later it became the First National Bank, receiving a Federal charter July 16, 1874. The new bank, of which John Kerr continued president with W. J. Clark as cashier, was incorporated for \$500,000, an impressive figure in that day, but lasted only four years, its liquidation marking the only bank failure in Dallas up to 1889.

The coming of the railroads and the rapid development of Dallas as a distributing point for an extensive trade area demanded large sums of capital, and

banking flourished during the 1870's and 1880's. In 1885 there were seven banks in the city—most of them located west of Lamar Street—the American National Bank, the City National Bank, the Dallas National Bank, the Exchange Bank, Adams and Leonard, Oliver and Griggs, and Flippen, Adoue and Lobit. Later, in 1888, a bank was also established in East Dallas, then a separate municipality, and in 1889 the National Bank of Commerce, the only bank in Dallas that has continuously retained its corporate identity down to the present day, was organized.

Though not incorporated until October 6, 1927, the Dallas Clearing House began functioning some time in the late 1880's, rendering valuable service in the panic of 1893. Dallas, cushioned by rapidly expanding wholesale trade and developing industries in various fields, did not feel the full force of that panic, but several banking institutions in the city, most of them recently organized, were forced to close their doors. Among these were the State National Bank, organized in 1887; the North Texas Bank, organized in 1888; the Central National Bank,

organized in 1889; the Bankers and Merchants National Bank, organized in 1890; and the Ninth National Bank, organized in the same year. There were no other failures until the depression of 1907, when the Farmers and Merchants Bank, organized in 1905, and the Western Bank and Trust Company, organized in 1902, succumbed. It is a noteworthy fact that during the latter crisis withdrawals from Dallas banks were not limited until November, 1907.

Though in 1902 Dallas had a population of only about 50,000, it already had attained a position of sufficient importance in the financial world to be designated as a reserve center, and in 1905 had six national banks, two state banks, two private banks, and one trust bank. In that year the legislature set up a state banking system providing for guaranty of deposits, and the First State Bank was chartered under this act. This bank was organized August 15, 1905 with a capital of \$100,000. Judge George W. Riddle was its first president. Since 1905 the history of banking in Dallas has been largely a history of consolidations and

(Continued on Page 22)

Dallas: 1914. These are the scenes of which Dallas proudly boasted in the historic brief with which this city won designation as the location for the eleventh district Federal Reserve Bank. The brief was submitted by the Dallas Chamber of Commerce, Dallas Clearing House Association, and Dallas Cotton Exchange.



Panoramic View From Butler Brothers



Looking West On Main St.



Coliseum - Fair Park



Looking East On Main Street






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38th Annual Financial Statement

January 1, 1941

ASSETS

U. S. Bonds*	\$1,615,270.97
Federal Land Bank Bonds*	617,728.50
Cash in Banks and Office	858,857.14
Bonds (Miscellaneous)*	237,239.55
Stocks†	3,629,922.59
Mortgage Loans	692,050.09
Collateral Loans	67,511.26
Agency Balances not Over 90 Days	412,235.53
Bills Receivable Taken for Fire and Other Risks	248,596.82
Due from Other Companies	31,557.29
Home Office Building and Grounds	128,953.55
Other Real Estate	63,577.51
Real Estate Sold Under Contract	27,820.26
Interest Accrued	26,305.17
Miscellaneous Assets	1.00

\$8,657,627.23

LIABILITIES

Unearned Premiums	\$3,306,068.42
Net Losses and Claims Unpaid	142,433.63
Estimated Taxes Hereafter Payable	90,000.00
Other Liabilities	7,152.94
Contingency Reserve	486,140.25
Capital	\$2,000,000.00
Surplus	2,625,831.99

Surplus to Policyholders 4,625,831.99

\$8,657,627.23

*Amortized Value †Market Value
On Basis of Market Value for all Securities
Contingency Reserve would be \$593,879.06

**FIRE — TORNADO — WINDSTORM — HAIL
EXPLOSION — USE and OCCUPANCY — RENTS
EARTHQUAKE — RIOT and CIVIL COMMOTION
AUTOMOBILE INSURANCE**

REPUBLIC INSURANCE CO.

HOME OFFICE: 3415 CEDAR SPRINGS AVE., DALLAS, TEXAS

*Republic now offers, through an associated company,
facilities for financing the purchase of
new or used cars.*

Dallas Builds

(Continued from Page 10)

building program of such scope that it will not be necessary for the Federal Government to finance much of this housing program.

President Roosevelt recently authorized the building of 300 small homes in this area to help fill the housing needs of North American workers. This development to cost about \$1,000,000 will be undertaken by the Defense Housing Authority. This committee has worked strenuously to secure the location of this initial housing program in the more immediate vicinity of the Hensley Field plant. An aggressive effort was made to secure location of the homes in Arlington, Tarrant County, some eight miles from the plant. The Chamber's Defense Housing Committee prepared briefs which it submitted to the Defense Housing authority in Washington, D. C. The committee, the general manager of the Chamber, and other officials, worked with officials of the Defense Housing Authority on a recent survey trip to Dallas. Washington officials announced last week that the colony of 300 homes will be located in Dallas County, within a reasonable distance of the plant. The prompt construction of the houses should relieve a great deal of the immediate pressure which will be created by the opening of the North American factory in April. Location of the homes within a reasonable distance of the plant will not only avoid workers' dissatisfaction from long daily trips between their homes and their work, but it will also alleviate potential traffic congestion on the highways leading to the plant.

In order to obtain more accurate data, for long-range planning, the Defense Housing Committee is cooperating with officials of the Federal Government in making a vacancy survey in Greater Dallas. This survey is being made by the WPA under the direction of Guy Warner. It will bring up to date all information on the over-all housing picture in Dallas, and indicate the trend which developments should take as to the needs created by North American Aviation, Inc., and other defense industries in the months immediately ahead.

The committee has approved the formation of a non-profit Housing Bureau owned and directed by the employees of the North American Company. This Bureau will act as a clearing house for all information relating to housing for

North American workers. The bureau will not discriminate in favor of any home owner or developer. Its primary interest is the welfare of the employees, whether they wish to buy or to rent. The Bureau, controlled and operated by employees of North American Aviation, will be used by these workers on a purely voluntary basis. Workers who so desire may go to the Bureau and state their housing requirements—whether for rent property; board and room, or for the purchase of homes. The Bureau will act as a clearing house to provide this data on the actual needs to the property owners and developers who would be able to meet the requirements. In this manner the developers should be able to plan their programs to meet the actual requirements of the plane factory workers. The workers, on the other hand, would be able to ascertain readily and surely what properties, in the classifications in which they are interested, are available. Property owners should find it profitable to deal with this Bureau and the Committee urges such action.

Dallas has been fortunate in securing the North American plant. It is an affiliate of General Motors Corporation. Should the present emergency end tomorrow, it is inconceivable that such a modern plant would long be idle. It is not to be classed as a "munitions standby" plant—such as, for instance, a powder factory or an emergency ship-building yard. Thus a favorable degree of permanency is foreseen in any housing projects which might be built in connection with the plant.

Despite the need for haste due to the urgency of the situation, it is highly desirable that an eye be kept on the future. If the Greater Dallas area desires efficiency and contentment in its defense workers certain mistakes of the past must be avoided. Sharp increases in rents and outright profiteering would indeed bring vexing problems to this community.

It is quite possible that other developments will require the same type of work that is now being done to alleviate the problem created by the opening of the North American factory. The Defense Housing Committee will continue as an active group, ready to assume any responsibilities which are assigned to it this year, by the President and officers of the Chamber of Commerce, and in all of our work, our chief objectives will be to see that all of the new developments

(Continued on Page 23)

Fully-Paid Investment Certificates Issued \$100 to \$5,000

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Insurance Corporation, Washington, D C.

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STATEMENT OF CONDITION FIDELITY UNION LIFE INSURANCE CO.

December 31, 1940

ADMITTED ASSETS

Cash in Banks	\$ 58,135.83
U. S. Government, Municipal, County and Other Bonds	1,455,300.59
Stocks	128,083.00
Home Office Building	375,000.00
Other Real Estate	26,378.84
Policy Loans and Premium Notes	704,559.51
First Mortgage Loans	1,338,300.72
Interest Due and Accrued	23,709.02
Premiums Deferred and in Course of Collection	215,267.21
Other Miscellaneous Assets	3,857.47

TOTAL ASSETS . . . \$4,328,592.19

LIABILITIES

Policy Reserves	\$3,564,307.67
Policyowners' Dividends Payable in 1941	45,825.68
Premiums and Interest Paid in Advance	22,578.76
Reserve for Taxes Payable in 1941	20,000.00
Reserve for Accounts Payable in 1941	5,227.30
Reserve for Contingencies	70,652.78
Capital Stock	\$300,000.00
Surplus Unassigned	300,000.00
Total Surplus for Policyowners	600,000.00

TOTAL LIABILITIES . . . \$4,328,592.19

FIDELITY UNION LIFE INSURANCE CO.

EARL B. SMYTH, President

Home Office, Dallas



For WAR or for PEACE

... the skilled hands of thousands of FRYE trained workmen will be needed on the assembly lines of the Southwest's new aircraft factories! Based upon actual first hand experience with the needs and personnel problems of America's leading airplane factories, the nationally recognized FRYE system teaches step by step the theory and practice of aircraft production under factory conditions. Highly trained FRYE instructors, small classes, and scientifically designed equipment produce men thoroughly competent to help speed Southwestern aviation toward new industrial heights and meet the needs of our defense. The FRYE system sheet metal course qualifies graduates for immediate employment in 6 weeks time. Since January 1, 1940, more than 1,800 FRYE trained men have gained employment in America's leading aircraft producing plants from coast to coast. The demand of aircraft production will always be for men with superior training—the demand of Southwestern aircraft production will be for FRYE trained men!

Operated Under the
Personal Supervision
of

W. O. (BILL)
COOPER
Manager

DONALD FRYE
President



A NATIONAL INSTITUTION

FRYE

AIRCRAFT COMPANY

AIRCRAFT EDUCATIONAL DIVISION

1914 North Harwood

7-4611

Dallas

FRYE SCHOOLS
Located at
DALLAS
KANSAS CITY
ST. LOUIS
OMAHA
LONG BEACH

Financial Center

(Continued from Page 19)

the absorption of smaller by larger institutions.

The next notable development, and one to which the city largely owes its present status as the money capital of the Southwest, was the selection of Dallas as a location for one of the twelve regional reserve banks created under the Federal Reserve Act of 1913. The choice of Dallas for this coveted distinction represented a hard-won victory for local initiative and perseverance. A committee was appointed on January 16, 1914, to urge Dallas' claims over those of Fort Worth, Houston, El Paso, San Antonio and other rival bidders, and a special hearing was held in Austin before Secretary of the Treasury William G. McAdoo and Secretary of Agriculture David S. Houston. The campaign did not end here, however. The contest was carried to Washington and finally on April 2, through the intercession of Col. E. M. House and Postmaster General Albert S. Burleson, Dallas was designated as the site of the Federal Reserve Bank for the Eleventh District, embracing the entire state of Texas, northern Louisiana,

a section of southeast Oklahoma, the southern half of New Mexico, and the southeastern part of Arizona.

Five hundred and seventy-nine member banks contributed to its organization capital stock of \$957,000, and the bank opened for business November 16, 1914, in temporary quarters at 1305 Main Street. Oscar Wells was named as first governor. By August, 1915 the bank had outgrown its original quarters and purchased the present Chamber of Commerce Building for approximately \$185,000, but three years later this too had been outgrown and it had become necessary to lease additional space in four other buildings, interfering seriously with the efficient transaction of business. This condition led to the purchase on November 27, 1918 of the site at Akard and Wood Streets, where the Federal Reserve Bank now stands. The present especially constructed bank building, to which two more stories have just been added, was occupied early in 1921.

Meanwhile a branch bank had been opened at El Paso in June, 1918, and another at Houston in August, 1919. A third was established at San Antonio in

July, 1927. At present there are 546 institutions affiliated with the Dallas Federal Reserve Bank, and on December 31, 1939 it had assets totaling \$379,512,147.48.

Dallas Clearing House figures from the World War period onward offer a significant index to the growth of banking in the city. In 1915 clearings amounted to \$56,300,000. In 1919 on the crest of the post-war building boom and general prosperity they shot up to over \$1,600,000,000. By the end of the dizzy decade of the 1920's they had attained an all-time high of \$2,881,789,579. They showed a sharp decline during the depression years, but by 1939 they were up again to \$2,789,442,977, revealing a measure of recovery far exceeding that of the country as a whole. During the depression Dallas banks again demonstrated their solvency to a remarkable degree. The Dallas Federal Reserve Bank recorded eleven bank failures in the district during the early 1930's, but of these only one occurred in the city of Dallas.

At present there are eleven commercial banks operating in Dallas, five under national charters and six under state charters. Of these, two: the First National Bank with deposits of \$128,981,419 and the Republic National Bank with deposits of \$89,215,856, rank according to the January, 1940 issue of the *American Banker* as the largest banks in Texas or the Southwest. Among all the banks of the country they are assigned sixtieth and eighty-seventh place respectively.

The First National Bank's history represents banking evolution in Dallas over more than a half century. Its genealogy can be traced back to the two pioneer banking houses in the city, that of T. C. Jordan and that of Gaston, Camp and Thomas. From each of these sprang an independent line of banks that grew steadily larger and finally merged in 1929 to create the First National Bank, today the largest bank in the Southwest.

The firm of T. C. Jordan and Company became the City Bank of Dallas, organized in 1873 with a capital of \$50,000 by Col. C. C. Slaughter with W. E. Hughes as president. This bank was originally located at Commerce and Market Streets and later moved to a site on lower Elm Street. In 1880 it was reorganized by Colonel Hughes and became the City National Bank with a capital of \$100,000, continuing under this name until its merger with the American Exchange National Bank in 1929 to form the First National Bank of Dallas. During the intervening period it ab-

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Great National Life Building, Dallas

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AMICABLE LIFE INSURANCE COMPANY

WACO, TEXAS

ANNUAL STATEMENT

December 31, 1940

ASSETS

Mortgage Loans	\$ 3,737,705.81
Real Estate	2,132,266.82
Cash in Banks	615,679.78
State, County and Municipal Bonds	4,582,173.14
Other Bonds	24,000.00
Stocks	10,000.00
Accrued Interest	153,671.21
Due from Reinsurance Companies	2,856.47
Policy Loans and Premium Notes Within Reserve	2,931,968.95
Net Uncollected and Deferred Premiums Within Reserve	478,696.06
Total Admitted Assets	\$14,669,018.24

LIABILITIES

Policyholders Reserve	\$12,861,222.87
Unearned Interest and Rents Paid in Advance	40,533.66
Claims Not Completed or Reported	28,535.52
Reserve for Taxes	32,000.00
Special Contingency Reserve	90,000.00
All Other Liabilities	25,641.89
Capital Stock	\$820,000.00
Surplus	521,084.30
Contingency Reserve	250,000.00
Total Surplus for Additional Protection of Policyholders	1,591,084.30
Total Liabilities	\$14,669,018.24
Insurance in Force	\$86,890,725.00

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Dallas

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Moore,
ex-officio
Executive
secretary



sorbed numerous other institutions, including Gannon Brothers' private bank in 1881, the Dallas National Bank in 1886, the State National Bank in 1894, the Trinity National Bank in 1909, and the Tenison National Bank in 1920.

The other pioneer firm of Gaston, Camp and Thomas became Gaston and Thomas in 1873, when Thomas took over Camp's stock, and merged in 1881 with the Exchange Bank, which had been organized in 1875 with a capital of \$60,000. The Exchange Bank, on acquiring a Federal charter became the National Exchange Bank in 1887. In 1897 it absorbed the Mercantile National Bank, and in 1900 the National Bank of Dallas, finally merging in 1905 with the American National Bank to form the American Exchange National Bank, which combined, as previously noted, with the City National Bank to form the First National Bank of Dallas. Thus the first two banks to be established in Dallas still survive in a single flourishing institution. Its president, Nathan Adams, came to Dallas in 1889 to assume a minor clerical position in the old National Exchange Bank and has actually participated in this long history of institutional evolution, his completion of fifty years of service being commemorated at a Golden Jubilee Banquet on April 13, 1939, attended by financial leaders from all over America.

Dallas Builds

(Continued from Page 21)

maintain and, if possible, increase the high standards which Dallas already holds as a residential and industrial city.

As chairman of this committee, I want to take this opportunity to express my admiration and appreciation for the service given by the others serving on the committee: Henry Miller, vice-chairman; R. F. Bryant, Jr., E. O. Cartwright, Wm. H. Clark, R. M. Clift, Leo Corrigan, Ralph Doughton, Joe Fleming, D. A. Hulcy, George Loving, A. B. Moore, Lester A. Russell; F. O. Burns, ex-officio as a member of the Chamber's Executive Committee; and Z. E. Black, secretary.



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Insurance Firm Has Anniversary

The Trinity Universal Insurance Company is celebrating its fifteenth anniversary during 1941, Dallas' own one-hundredth anniversary year, Edward T. Harrison, president, announced last month. The company was chartered in January, 1926, with resources of \$500,000.

The company has admitted assets of \$523,114; unearned premium reserve of \$297,110, and net premiums of \$436,507. The total net premiums written by the company in 1940 were \$4,595,504.

Clarence E. Linz has announced that a \$150,000 corporation, Ice Sports, Inc., has been organized to operate a huge ice rink in Dallas, opening June 1, 1941.

Insurance Company Honors President

Directors of the Republic Insurance Company honored A. F. Pillet, president of the company, at an informal reception January 29, on the occasion of his having completed a third of a century of service with the insurance firm.

The reception honoring Mr. Pillet was held in the company's home office building at 3415 Cedar Springs Avenue.

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ASSETS \$12,436,520.34



OVER \$85,000,000 PAID IN CLAIMS



IN MORE WAYS THAN ONE — GAYLORD CORRUGATED BOXES
RENDER UNUSUAL SERVICE

GAYLORD CONTAINER CORP.
DALLAS

★ WHO SHOULD MAKE LOANS .. TO YOUR EMPLOYEES

ONE thing you may be sure of—soon or late, any employee will face a financial crisis in his private life. There is, of course, nothing you can do to prevent this. But a worried employee can be a dangerous liability. So his worry is your worry, too.

What can you do about it? Permit him to fall into the clutches of the unscrupulous lender where his worries may be multiplied? Or, should your company perhaps undertake to sideline in the small-loan business, itself?

Neither is necessary. At Wright Titus Company, Inc., the responsible worker may borrow from \$50 to \$500, at low, fixed rates; largely on his personal character and earning ability. Such a loan is repaid in monthly installments, kept well within his ability to pay. There is no essential difference between this transaction and buying a car "on time." No endorsers are required.

It is a simple, dignified transaction; with everything carefully set down in black and white; based on a simple, standard printed rate chart. We want no dissatisfied customers; for like you, we want repeat business. And we operate under the Banking Department of the State of Texas.

We even go the second mile. Most delinquencies on such loans are caused by illness or accident. But at Wright Titus Company, a carefully worked out insurance coverage—

- 1) *Makes each payment during such a period, for him (they are not postponed; do not accumulate); and,*
- 2) *Pays off the loan in full, in case of death or permanent disability.*

Protected thus, we are able to lend to him at a rate actually below the standard rate on car paper.

If you employ or supervise men, nothing would please us better than to go over, in detail, our entire plan. And you will see how our service to your employee helps you.

WRIGHT TITUS CO., Inc.
2100 BRYAN ST. Phone 7-9261

*"In a Tight—
See Titus"*

Flower Show

(Continued from Page 14)

many thousands of dollars. These purses will be divided into classes to include professional as well as amateur growers.

The great automobile building at Fair Park will be converted into a fairyland of sparkling fountains, flower beds, banks of flowers and gardens skirting miniature lakes and singing brooks. Great forest trees, shrubs and evergreens of every denomination will have their place in the picture. It will truly be a million dollar flower show because there will be thousands of orchids and priceless flowers—so rare that money can hardly buy them.

Saturday night, March 29, will find the show opening to a preview to which notables of the two continents will be invited. This feature will bring high ranking officials of the federal government from Washington, and representatives of the City of Mexico to Dallas.

Gardens of the Americas is to be a co-operative show. Right now, two hundred Texas Garden Clubs have thrown their support and co-operation into the organization. Clubs from Oklahoma and Louisiana are joining up fast and it is believed before the opening date that there will be more independent garden club exhibits at the show than ever assembled in the past.

Of unusual interest to the people of the Southwest will be the gardens of the South. These gardens will be centered around an old Southern mansion modeled after the picturesque Charleston home which is being constructed in the huge show building. There will be gardens representing all sections of the United States, but in the Southern garden magnolias, azaleas and camellias will be particularly featured.

There will be a Texas garden sparkling with jonquils, tulips, narcissi and hyacinth. There will be a moonlight garden for lovers, a rose garden and a number of rock gardens. A snow garden will feature crocuses and other early plants peeping through a coating of snow. And, for those who prefer the material over the spiritual, there will be a vegetable garden showing how old fashioned and unusual herbs and vegetables can be grown so as to fit into the landscaping picture to become a thing of beauty as well as a joy to the diet of the epicure.

Already Dallas florists and the show management are receiving shipments of forest trees from East Texas and fruit trees from the orchards of the state. The

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Consumers Liquor Co., Inc.	23	Fulton Bag & Cotton Mills	4
Cowdin Bros., Contractors	28	Gamble Co., R. H.	25
Cullum & Boren Co.	4	Gaylord Container Corp.	23
Dallas Federal Savings & Loan Assn.	4, 30	George Machinery Co., R. B.	28
Dallas Foundation Co., Inc.	28	Gill & Bennett	22
Dallas Plumbing Co., Inc.	4	Graham-Brown Shoe Co.	4
Dallas Power & Light Co.	12	Guiberson Diesel Engine Co.	28
Dallas Railway & Terminal Co.	4	Gulf Insurance Co.	2
Dallas Tank & Welding Co.	25	Hedgecock Artificial Limb & Brace Mfg. Co.	4
Dallas Title & Guaranty Co.	4	Henger Construction Co.	28

BUSINESS PROPERTIES

JOHN A. NANCE
2-5313

LEASES-SALES
LIBERTY BANK BLDG., Dallas, Texas

Telephone
2-7111



DALLAS TRANSFER
and Terminal Warehouse Co.
(Established 1875)
2nd UNIT, SANTA FE BUILDING
Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:
H. & N. T. Motor Freight Line
Lone Star Package Car Company
Dallas-Fort Worth Motor Freight Lines
Allied Van Lines, Inc.
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Hesse Envelope Co.	13	Hudson & Hudson	20
Hutchinson-Bonner & Burleson	4	McElreath Co., Sam Ross	30
Ideal Laundry & Dry Cleaning Co.	4	McKenzie Construction Co.	28
Inge Construction Co.	28	Merchants Retail Credit Co.	4
Johnson, John J.	22	Metropolitan Building & Loan Assn.	21
Lacy Company, L. H.	28	Metropolitan Business College	13
Lindsley & Co., J. W.	4, 21	Montgomery Builders, P. O'B.	28
Long, Lloyd M.	20	Mosher Steel Co.	4
Mahaffey & Howard Construction Co.	28	Mutual Benefit Health & Accident Assn.	23
McElreath Co., Sam Ross	30	Nance, John	25
McKenzie Construction Co.	28	Nicholson Seed Co., Robert	4
Merchants Retail Credit Co.	4	O'Rourke Construction Co., Geo. P.	28
Metropolitan Building & Loan Assn.	21	Ott, Charles	4, 30
Metropolitan Business College	13	Padgett Bros. Co.	4
Montgomery Builders, P. O'B.	28	Parker-Griffith	15
Mosher Steel Co.	4	Parks, Homer A.	28
Mutual Benefit Health & Accident Assn.	23	Pig Stands Co., Inc.	20
Nance, John	25	Republic Insurance Co.	4, 20
Nicholson Seed Co., Robert	4	Republic National Bank	31
O'Rourke Construction Co., Geo. P.	28	Republic National Life Ins. Co.	13
Ott, Charles	4, 30	Rife Construction Co., A. J.	28
Padgett Bros. Co.	4	Rollins & Forrest	28
Parker-Griffith	15	Schoellkopf Co.	4
Parks, Homer A.	28	Seastrunk, P. B.	4
Pig Stands Co., Inc.	20	Smith & Brother Undertaking Co., Ed C.	4
Republic Insurance Co.	4, 20	Southwestern Blue Print Co.	20
Republic National Bank	31	Texas Employers Insurance Assn.	4
Republic National Life Ins. Co.	13	Titus Co., Inc., Wright	24
Rife Construction Co., A. J.	28	Trezevant & Cochran	4
Rollins & Forrest	28	Trinity Universal Insurance Co.	15
Schoellkopf Co.	4	Uvalde Construction Co.	28
Seastrunk, P. B.	4	Wholesale Merchants Building	17
Smith & Brother Undertaking Co., Ed C.	4	Wilms Printing Co., Robert	16

R. H. GAMBLE CO. REALTORS

Business and Industrial
Properties

707 Kirby Building

Phone 2-1434

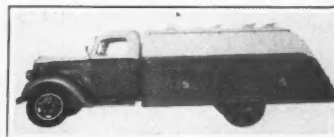
*Your Home When Away
From Home*



The Driskill Hotel

W. L. STARK, Manager

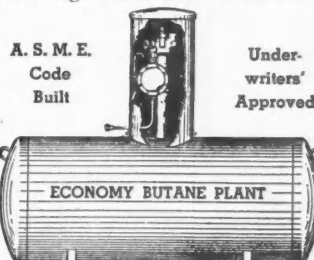
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for Better*
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- Butane-Propane

We manufacture Butane-Propane Systems and equipment—Smoke Stacks—Breechings—Steel Plate Fabricators.



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**DALLAS TANK
& WELDING CO., Inc.**

201-3-5 W. Commerce, W. W. BANKS, Pres.

Seven New Factories Locate in Dallas

EIGHTY-EIGHT new concerns located in Dallas in January, including seven manufacturing plants, fifteen wholesale establishments, twenty-eight retail stores, six oil companies and thirty-two classified as miscellaneous. Among the more important of the new firms were the following:

MANUFACTURERS:

Baldrige Manufacturing Company, 2703 McKinney Avenue. Dresses.

Bonnie Maid Hats, Inc., 1925 Elm Street. Millinery.

Diamond Alkali Company of Texas, South Lamar and Lenway St. Let contract for construction of plant to be in operation in August, to manufacture sodium silicate and other chemicals. Home office, Pittsburgh, Pa.

Gordon Edwards Manufacturing Co., Wholesale Merchants Bldg. Sportswear.

Johnson Cabinet Shop, 1708 Cadiz St. Store fixtures.

Sidor Pants Company, 1007 Jackson St. Pants.

Southern Aircraft Corporation, Garland. Airplanes. Plant moved from Houston.

WHOLESALEERS:

American Sales Book Company, 602 North St. Paul St. Office supplies. Home office, Niagara Falls, N. Y.

Auto-Chlor System of Dallas, 126 West Seventh St. Cafe supplies.

Burch Manufacturing Co., 302 South Harwood St. Popcorn machines and supplies. Home office, Kansas City, Mo.

Cottingham Bearings Co., 2509 Commerce St. Bearings.

Gallini Bros. Produce Co., 2113 Cadiz St. Produce.

General Controls Company, 1100 Cadiz St. Automatic pressure, temperature and flow controls. Home office, Glendale, Calif.

Hammel Comfortaire Co., 410 Construction Bldg. Heating supplies.

Lord Candy Company, 3229 Swiss Avenue. Candy.

Manley, Inc., 302 South Harwood St. Popcorn machines.

Nash Motors Division, Nash-Kelvinator Sales Corp., Parts Dept., 2210 Pa-

cific Avenue. Automobile parts. Home office, Kenosha, Wis.

National Automatic Vendors, 306 Southland Life Bldg. Vending machines.

Novadel-Agene Corporation, 1120 Liberty Bank Bldg. Flour processing and bleaching. Home office, Belleville, N. J.

Nutting Truck & Caster Co., 702 Santa Fe Bldg. Warehouse trucks and casters. Home office, Faribault, Minn.

Oliver Machinery Company, 2124 Main Street. Woodworking machinery. Home office, Grand Rapids, Mich. Machinery Sales & Supply Co., Agents.

Shaw Equipment Company, 2510 South Lamar St. Machinery.

Texco Battery Charger Co., Inc., 2109 Live Oak St. Quick battery charging equipment.

PETROLEUM:

American Iron & Machine Works Co., 902 Southland Life Bldg. Oil field supplies. Home office, Oklahoma City, Okla.

Kleenite Processing Company, 705 Continental Building. Oil well service.

Ricker Petroleum Equipment Co., 2815 Canton Street. Oil field equipment. Hiland R. Smith, Dallas National Bank Bldg. Geologist and development engineer.

Wadeolene Corporation, 1107 Continental Bldg. Oil refiners.

MISCELLANEOUS:

W. J. Bartholomew, 311 Construction Bldg. General contractor.

Brennan & Company, 309 Burt Bldg. Civil engineers.

Campbell, Lowrie & Lautermilch Corp., 2035 Amelia St. Building contractors.

(Continued on Page 30)

GRAPHIC REVIEW OF DALLAS BUSINESS

Business indices for January, 1941, as compared with those for January, 1940

BANK CLEARINGS		
1941	\$287,023,080	+ 11.9%
1940	\$256,309,606	

BANK DEBITS		
1941	\$304,493,000	+ 9.7%
1940	\$277,437,000	

STREET RAILWAY REVENUE PASSENGERS		
1941	4,129,174	+ 8.8%
1940	3,792,048	

INDUSTRIAL CONSUMPTION OF ELECTRIC POWER		
1940	3,422,928 K.W.H.	+ 14.5%
1939	2,987,414 K.W.H.	

POSTAL RECEIPTS		
1941	\$408,351	+ 7.8%
1940	\$378,901	

TELEPHONES		
1941	101,940	+ 6.6%
1940	95,540	

ELECTRIC METERS		
1941	91,215	+ 5.07%
1940	86,814	

GAS METERS		
1941	88,225	+ 5.5%
1940	83,585	

WATER METERS		
1941	81,284	+ 4.1%
1940	78,057	

MOTOR VEHICLE REGISTRATIONS (New)		
1941	1,556	- 24.7%
1940	2,069	

AIR MAIL (Originated)		
1941	21,917 pounds	+ .06%
1940	21,784 pounds	

RAIL EXPRESS SHIPMENTS (Number)		
1941	183,840	+ 6.7%
1940	172,233	

AIR EXPRESS SHIPMENTS (Number)		
1941	2,078	+ 19.7%
1940	1,736	

PARCEL POST MAIL (Outgoing)		
1941	176,989 Sacks	+ 9.4%
1940	161,762 Sacks	

INDUSTRIAL CONSUMPTION OF NATURAL GAS (Thousands of Cubic Feet)		
1941	600,868.8 C.F.	- 14.7%
1940	705,159.0 C.F.	

POSTAL MONEY ORDERS PAID (Dollar Volume)		
1941	\$2,039,338	+ 31.2%
1940	\$1,553,705	

Citizens' Council Reelects O'Donnell

C. F. O'Donnell was re-elected president of the Dallas Citizens' Council last month, an office which he has held since organization of the Council several years ago. Judge O'Donnell, who is president of the Southwestern Life Insurance Co., is also a director of the Dallas Chamber of Commerce.

Also re-elected were three other officers of the Council: R. L. Thornton and Karl Hoblitzelle, vice-presidents, and Ernest R. Tennant, secretary-treasurer.

Flower Show

(Continued from Page 24)

horticulturist is not surrendering one inch in this show, for he will have his place—in fact, he will have a great big place, so there will be peaches, plums, apples, pears, figs and whatever the orchards have to offer, blooming and fruiting to a high degree of efficiency.

Carloads of azaleas are already in storage in Dallas greenhouses. They will be at full bloom when opening night arrives. Thousands of square boxes have been planted with grass seed which will supply a blanket of green for the many exhibits. Another feature that will prove interesting will be that of a huge embankment of fragrant white lilies interspersed by spurting fountains with their sprays ever changing in hue under the rays of colored lights.

Complete homes will be exhibited. Rooms depicting Texas under six flags will be a rare attraction, and interior decorators, landscapers and sculpturists will run riot in expression of their arts. In a special formal garden, for example, the story of the "Childhood of the Gods" will be depicted with figures of the youthful Venus, Mercury, Mars, Jupiter and other pagan deities romping over the fern- and foliage-draped slopes of Olympus.

These are some of the things to be seen when Mr. and Mrs. John Q. Public trip through the great doors of the Gardens of the Americas during the week of March 29. These things and many more will form a picture far more beautiful than anything the mythical Roman god, Flora, ever spread on the blue canopy of heaven.

And, when the final chapter is written, and all of the money is in and accounted for, whatever remains in the treasury will be given to children's hospitals in Dallas.

Fox-Coffey-Edge In New Plant

The Fox-Coffey-Edge Co., one of the largest millinery manufacturers in the Southwest, doing a nationwide business, last month leased the three-story factory building at 3401 Commerce Street, and moved its plant there. The company will

tory. One of the improvements was installation of fluorescent lighting throughout the plant. Additional equipment has already been installed to permit an expansion of production.

The display rooms and executive of-



Above: The new factory of Fox-Coffey-Edge Company, millinery manufacturers, at 3401 Commerce Street. Removal of the company's plant from its former downtown location made possible a 100 per cent increase in capacity. Below: The remodeled and air conditioned display room in the Fox-Coffey Building, 917 Commerce Street.



maintain its display rooms and executive offices in the Fox-Coffey Building, 917 Commerce Street, where the plant also was formerly located.

Charles L. Fox, president of the company, said the move will permit an ultimate doubling of the factory's production and payrolls. The new location at 3401 Commerce Street, with 30,000 square feet of floor space, has been completely remodeled for the millinery fac-

ties in the Fox-Coffey Building have also been remodeled and redecorated, and complete air-conditioning is scheduled for the beginning of summer. Mr. Fox said the removal of the factory from the downtown area was determined upon in the interest of efficiency, and also in order to obtain the additional floor space needed for expansion. The downtown display rooms and offices will be maintained for the convenience of buyers.

AMERICA Has A Wd



Dallas' construction industries are playing an increasingly important role in America's National Defense program.

Army cantonments—vast new cities in themselves—are being built. The average city of 20,000 population is built over a long period of years; these new military cities of equal size are being built in a span of months.

Great military airports are being built, and they too must be completed in a matter of days, weeks or months—not the years which they ordinarily require.

Naval bases—shipyards—defense factories as vital to American safety as forts in bygone eras—broad and straight new highways designed for military use—all these projects must be constructed with a maximum of speed, a maximum of efficiency, a minimum of cost.


J. W. BATESON (Contractor)
W. E. CALLAHAN CONSTRUCTION
COMPANY
CENTRAL CONTRACTING CO.
COWDIN BROS.
(General Contractors)
DALLAS FOUNDATION CO., Inc.
E. L. DALTON COMPANY

DOLPH-BATESON CONSTRUC-
TION COMPANY
ECKERT-FAIR CONSTRUCTION
COMPANY
R. B. GEORGE MACHINERY CO.
GUIBERSON DIESEL ENGINE CO.
HENDERSON CONSTRUCTION CO.

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And for It . . . Speed!

DALLAS . . . Construction Industries Capital of the Southwest . . . Plays a Vital Role in National Defense!

Dallas construction firms have received a number of contracts on these and similar defense projects. Many Dallas building supply firms, Dallas equipment companies, Dallas architects and engineers have all been mobilized in America's "all out" defense program. Others are prepared to meet any responsibilities given to them.

This city has long been recognized as the Construction Industries Center of the Southwest. In normal times, Dallas' construction industries are engaged in vast building projects from coast to coast. In this emergency period of National Defense needs, these same industries are bringing fresh recognition and new opportunities to Dallas in their handling of vital defense responsibilities.

Whatever may be the challenge, Dallas' construction industries are prepared to meet it with every resource of experience, ability, integrity and patriotism

INGE CONSTRUCTION CO.

L. H. LACY COMPANY

(Builders - General Contractors)

MAHAFFEY & HOWARD CONSTRUCTION COMPANY

McKENZIE CONSTRUCTION CO.

P. O'B. MONTGOMERY (Building Contractor Engineers)

GEO. P. O'ROURKE CONSTRUCTION COMPANY

HOMER A. PARKS (Contractor)

A. J. RIFE CONSTRUCTION CO.

ROLLINS & FORREST (Consulting Engineers)

UVALDE CONSTRUCTION CO.



Seven Factories

(Continued from Page 26)

Fischbach & Moore, Inc., 1000 Southland Life Bldg. Electrical engineers and contractors. Home office, New York, N. Y.

Frey Bros., Inc., Grand Prairie. Air conditioning contractors. Home office, Indianapolis, Ind.

Guarantee Mutual Life Insurance Co., 706 Gulf States Bldg. Home office, Omaha, Neb.

David Graham Hall Foundation, Abbott and Gillon Sts. Clinical laboratory.

Lewis & McDaniel, 2100 Fort Worth Avenue. Contractors.

Luxe Laundry & Cleaning Co., 3303 McKinney Ave. Laundry.

Melton Towel Supply Co., 3224 Ross Ave. Linen supply.

S. M. Murrell Claim Service, 806 Dallas National Bank Bldg. Claim adjusters.

George W. Sigler, DeLoache Avenue. Building contractor.

State Auto Finance Corp., 2500 Swiss Ave. Automobile loans.

Texas Commercial News, 503 Southland Life Annex. Publishers.

United States Army Engineers, Southwestern Division, 16th floor, Cotton Exchange Bldg. Moved from Little Rock, Ark.

University and Highland Park News, 3402 McFarlin Ave. Newspaper.

Printing Plates Ad Plates Wax Ruled Plates
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SAM ROSS McELREATH CO. FT. WORTH DALLAS HOUSTON

CHAS. OTT, Inc.

DALLAS' OLDEST LOCKSMITH

Established 1876

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New and Used

SAFES — VAULTS

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909 Elm Street

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INVESTMENTS INSURED

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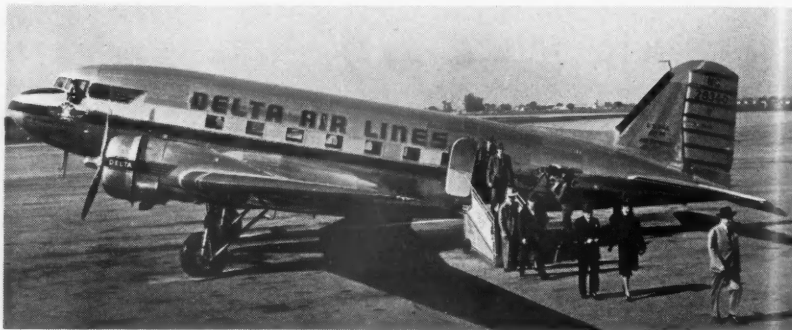
Phone 2-9377

Member Federal Home Loan Bank System

Delta Gets Fleet of 21-Passenger D-C3's

ANOTHER chapter in Dallas' aviation history was written in January with the inauguration of Delta Air Line's new twenty-one passenger Douglas DC-3 airliners from Dallas across the deep

and from Atlanta to Savannah. Delta schedules now connect with lines serving the entire East Coast, as well as with lines extending across the Atlantic and to South America.



Delta Air Line inaugurated a new fleet of these Douglas DC-3's, 21-passenger airliners, in January. Delta operates three schedules daily from Dallas.

South. The new ships represent an available flying service several hundred percent greater than that of the original Delta Air Service which began with three six-place Travelair planes from Dallas to Jackson, Miss., only twelve years ago. And although Delta's most recent planes, Douglas DC-2's, were 14-passenger, the new airliners represent almost 100 percent additional seating availability because the old Douglas planes were subject to load limitations. Greater fuel capacity of the DC-3's will make all 21 seats available at all times.

Present service of Delta Air Lines a. m., 9:46 a. m., and 6:38 p. m.—to Shreveport, Monroe, Jackson, Birmingham, Atlanta, Columbia and Charleston, S. C. The Civil Aeronautics Authority has recently granted Delta an extension of its lines from Atlanta to Cincinnati from Dallas is three flights daily—7:05

Carl J. Rutland Gets Linz Award

The Linz Award for outstanding service to the community during 1940 was presented to Carl J. Rutland, chairman of the Citizens' Traffic Commission, at a luncheon February 11. The award is made annually to some Dallas man or woman for signal community service.

Mrs. Fred Florence, chairman of the committee of judges which selected Mr. Rutland from a number of nominations made by the public, made the presentation. She said Mr. Rutland was chosen for the award because of the highly successful traffic safety campaign which his organization conducted in Dallas during 1940, winning recognition of Dallas as one of the safest cities in the United States.

Mr. Rutland declared that he accepted the award, not personally, but on behalf of the public officials, civic leaders and many organizations who had participated in the safety campaign. He paid tribute to John W. Carpenter, president of the Texas Power and Light Co., Mr. Rutland's employer, for allowing him to devote a great deal of his time and effort to the traffic safety campaign.

The Linz Award for civic service is made annually by Linz Brothers in cooperation with the Dallas Times Herald.

To 1236 New Firms



WHO LOCATED IN DALLAS IN 1940

The past year set a new all-time high in the size and importance of new industries attracted to Dallas. . . This not only represents a record number of new concerns but greatly increased jobs and payrolls. When these industries reach full-time production the city's industrial payrolls will be practically doubled. . . . To these 1236 progressive concerns, and new industries now coming to Dallas, Republic National says, "welcome." Call on us at any time we can be of service. . . . You'll find us ready to cooperate in true Dallas style.

REPUBLIC NATIONAL BANK OF DALLAS



ONE OF THE NATION'S 100 LARGEST BANKS



25% on Fire Insurance, 15% on Automobile Insurance

21st ANNUAL FINANCIAL STATEMENT

JANUARY 1, 1941

ASSETS

Cash in Banks	\$ 353,898.06
Bonds	2,169,173.08
Stocks (Market Value)	358,790.50
First Mortgage Loans	70,483.27
Collateral Loans	25,000.00
Premiums in Course of Collection	880,339.81
Real Estate	23,970.66
Accrued Interest	23,062.62
Due from Re-insuring Companies	16,031.63

Total Admitted Assets \$3,920,749.63

LIABILITIES

Reserve for Unearned Premiums	\$1,481,911.11
Reserve for Losses	1,079,515.74
Reserve for Taxes	87,312.40
Reserve for Re-insurance	9,475.55
Reserve for Accounts Payable	118,861.28
Contingency Reserve	75,000.00
Capital \$500,000.00	
Surplus 568,673.55	
Surplus to Policyholders	1,068,673.55

Total \$3,920,749.63

By streamlining insurance service—selling direct and carefully selecting risks—the Employers Casualty Company effects substantial savings in the cost of providing protection. Instead of keeping these savings, the Company returns them to its policyholders in the form of dividends—dividends which at present amount to 25 per cent on fire insurance, 15 per cent on automobile insurance and 10 to 25 per cent on other forms of property insurance.

Stock Company Insurance

This saving is made possible without any sacrifice of safety since the Employers Casualty Company is a *stock* company affording all the safeguards of sound, stock company insurance. Dividends to policyholders are paid out of savings resulting from the Company's direct-selling, select-risk plan of doing business, *never* out of funds needed for the protection of policyholders.

If you own a car or home, if you own or manage a business, why not take advantage of this simple, time-tested plan to reduce your insurance costs?

FIRE, WINDSTORM, HAIL, PLATE GLASS, BURGLARY, AUTOMOBILE (Fire, Theft, Collision, Public Liability, Property Damage, etc.), **OTHER LINES of CASUALTY INSURANCE, GROUP HOSPITALIZATION, AUTOMOBILE FINANCING** (Through an Associated Company).

EMPLOYERS CASUALTY COMPANY

Home Office: Interurban Building, Dallas . . . Telephone 2-9331

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